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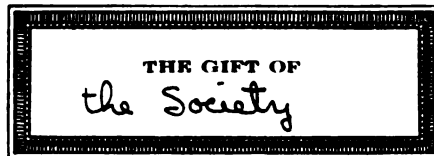
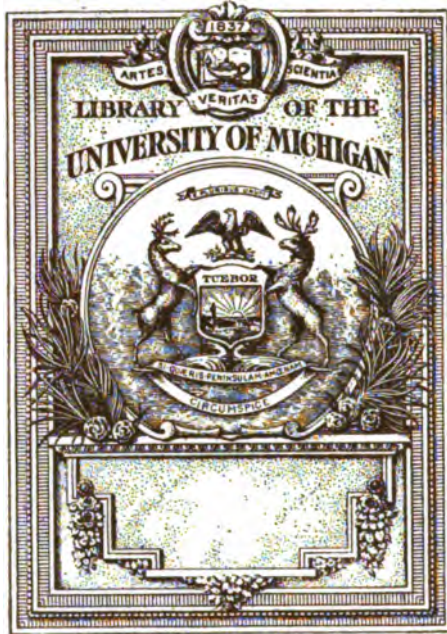
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The American Society for the Control of Cancer

A special bulletin issued at irregular intervals for the information of the cancer committees of medical societies, women's clubs, health associations, etc.

No. 2. NATIONAL HEADQUARTERS, 25

UNITED STATES CENSUS BUREAU REPORT ON CANCER

The United States Census Bureau has recently published its long-expected special report on the cancer mortality statistics of the United States registration area and its subdivisions, including the states, counties and principal cities for the year 1914. The American Society for the Control of Cancer takes a just pride in the completion of this work. The tabulated data showing the mortality from cancer in the American cities for the period, 1906-16. Mr. Hoffman is now able to report that against an average record of a death rate of 87.8 per 100,000 population for the five years ending with 1915, the rate for 1916 has risen to 92. Whether appears that every form of cancer shows an increase with a single exception of cancer of the buccal cavity, in which the rate has remained unchanged. At first, however, there seems to be striking evidence of a decrease or but slight increases in the local cancer death rate in any cities where the activities of the Society for the Control of Cancer have been most pronounced. Interpretation of these figures must be deferred until the publication of Mr. Hoffman's new data, which will be awaited with interest.

"This action is taken in appreciation of the interest manifested in the work of the Society by these members in the past, and with an understanding of the present sacrifices they are making.

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This observation proved to be the other members present each of whom had that his own experience was in

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally.

Vol. I

MARCH 15, 1918

No. 3

MEMBERS OF THE SOCIETY IN SERVICE.

The absence of each one of the seventeen members of our Board of Directors who are in service is keenly felt. Those who have not gone overseas or to the training camps are, however, gladly shouldering the extra responsibilities because of their conviction of the importance of maintaining the campaign for the control of cancer without interruption.

The following Directors are now represented by stars on our Service Flag:

Dr. Robert Abbe
Dr. Joseph C. Bloodgood
Dr. George E. Brewer
Dr. Henry C. Coe
Dr. Harvey R. Gaylord
Dr. Charles L. Gibson
Dr. F. R. Green
Dr. W. D. Haggard
Dr. Seale Harris
Dr. Howard Lilienthal
Dr. John W. Long
Dr. Franklin H. Martin
Dr. William J. Mayo
Dr. Charles A. Powers
Dr. F. F. Simpson
Dr. F. T. van Beuren, Jr.
Dr. J. M. Wainwright

Some months ago the Executive Committee of our organization voted to remit the dues of members of the Society who are in the active service of the country, and the following announcement of the action taken is now being enclosed with all notices for membership dues which are sent out each month from the Executive Office:

"The Executive Committee of this Society has authorized that the annual dues of all members of the Society who are in the active service of the country shall be remitted for the duration of the war.

"This action is taken in appreciation of the interest manifested in the work of the Society by these members in the past, and with an understanding of the present sacrifices they are making.

"The request is made that the Executive Office be notified promptly by the recipient of this notice if the one to whom it is addressed is in service, in order that the necessary information may be noted on the records and follow-up notices of dues in arrears be omitted."

This step has resulted in our notification of the service of members from all over the country and we feel we have just reason to be proud of our Honor Roll. The list is necessarily very incomplete as yet, but every week sees the addition of new names.

Meeting of the National Council.

A dinner meeting of the National Council of the Society was held at the Cosmopolitan Club, New York City, on the evening of February 16th for the purpose of discussing various matters in connection with the Society's war program of activities.

Mr. Curtis E. Lakeman, for four years the Executive Secretary of the Society and now serving with the Department of Civilian Relief of the American Red Cross in Washington, D. C., was present as a guest of the Council.

After the business on the calendar had been disposed of, there was general informal discussion, in the course of which the Chairman, Dr. Edward Reynolds, remarked that while it is, of course, very difficult to measure definite results of an educational campaign of the character we are conducting, nevertheless it is quite evident to him personally and to those of his colleagues in Boston, with whom he has discussed the subject, that there is a growing disposition on the part of the public to seek advice regarding simple abnormal conditions or early border-line cases, in notable contrast to the custom prevalent a few years ago of waiting until it was certain that the patient was afflicted with cancer.

This observation proved to be a general one, the other members present each voicing the fact that his own experience was identical.

Concerted Public Health Work.

The Central Council of Social Agencies in Minneapolis is planning to work out a five-year's health program for that city, including the development of public and private organizations and the inception of new work, such as cancer control, mental hygiene, etc.

The Council has asked our Society to suggest a method of attacking this problem and to furnish any available information regarding the experience of communities in which similar programs have been carried out.

A tendency is manifested, in a continually growing number of cities, to combine the work of the local chapters of various individual health organizations and to carry on a concerted program for the betterment of health conditions in general. The work of the Saint Louis Public Health League, as described in recent issues of this bulletin, constitutes a notable example of this cooperative form of propaganda.

The Cancer Society welcomes every opportunity to enlist, through its local committees, in this general movement, and will be glad to receive full reports of the activities conducted under this plan of combined work, as such reports will serve to guide other communities which may plan to introduce similar campaigns.

Organization of Episcopal Hospitals Conference.

The Joint Commission on Social Service of the Protestant Episcopal Church is about to organize an Episcopal Hospitals Conference to work in connection with the General Hospitals Conference, and, instead of confining its work to hospitals and such organizations, is aiming to include a comprehensive program of public health. The Rev. F. M. Crouch, Executive Secretary of the Commission, was referred to our Society by the State Charities Aid Association for available information and suggestions and has requested us to prepare definite memoranda as to how the Episcopal Church can cooperate nationally, sectionally, or locally, in the work for the control of cancer.

This offer of cooperation affords a big field for educational work through the aid of individual and group organizations of parish members, under the direction of local agencies, and through the mobilization of the parish as a community to respond to community needs.

A Good Cancer Editorial.

Acknowledgment is hereby made of the cooperation of the California State Journal of

Medicine in publishing an excellent editorial on the work of our organization in its issue of February, 1918. After urging that physicians should be more familiar with the activities of the American Society for the Control of Cancer, the Editor closes with the following practical summary of the subject in hand:

"The practicing physician does not need to be conversant with all the details of cancer research, constructive and interesting as these are. He does need to recognize the importance of early diagnosis and adequate treatment, if the death rate from cancer is to be reduced."

Hand-book for the Medical Profession.

It was reported at the recent meeting of the National Council that all of the sections dealing with the different phases of the cancer problem which are to be included in a hand-book for the information of the medical profession, had now been finally revised and that the material would soon be edited and in shape for publication. It is hoped to make the distribution of this pamphlet as wide as possible, and its publication is awaited with much interest.

Advice for Preventing Unnecessary Sickness in Texas.

The Committee on Sanitation and Medicine of the Texas State Council of Defense has issued a series of small press sheets entitled "Health Hints for Texas People" with a view to the prevention of unnecessary sickness in that state as a factor in winning the war.

On invitation of the Committee, the Society has cooperated in the preparation of information about cancer which has been released as the sixteenth article in the series. A reproduction of this sheet is shown on the opposite page.

Mr. Charles Saville, Secretary of the Committee, in writing to thank us for the material on cancer advises us as follows:

"These Health Hints are mailed by our Committee each week to about 350 daily and weekly newspapers throughout the State, many of which are publishing them without charge on account of their special connection with the National War time program. We also send them to a selected list of about 150 persons in Texas, and elsewhere, who are especially interested in the work."

The Society hopes to secure the cooperation of Councils of Defense in other states where similar committees have been organized for the conservation of the community health in war time.

**TEXAS STATE COUNCIL OF DEFENSE
COMMITTEE ON SANITATION AND MEDICINE**

Help Win the War by Preventing Unnecessary Sickness

Learn the Danger Signals of Cancer

Do you know that Cancer is a very common as well as a very serious disease? In some Texas cities Cancer kills nearly twice as many people as typhoid fever and malaria combined.

But with early detection and operation, the chances of cure are very good. They decrease with every day of delay. Remember that the early and hopeful stages of this disease are usually painless. If you suspect Cancer, don't wait until there is pain, be examined at once.

Cancer is at first a local disease. In external Cancer,—for example, on the face, lip, or tongue—there is usually something to be seen or felt, such as a lump or scab, or an unhealed wound or sore. Lumps in the breast may be of special significance. Cancer inside the body is often recognized by symptoms before a lump can be seen or felt. Persistent indigestion with loss of weight and change of color, as well as other abnormal body conditions, should be thoroughly investigated.

Beware of advertised "Cancer Cures." Do not waste time and money by using valueless medicines.

The Best Preventive is a Thorough Physical Examination At Least Once a Year. In China, doctors are paid to Keep People Well, not to cure them after they get sick.

Don't Wait Until It's Too Late

**WHAT ARE YOU DOING TO MAKE YOUR CITY A HEALTHIER
AND A BETTER PLACE TO LIVE IN?**

Report Blanks Distributed Among Swiss Doctors.

In response to our recent request for copies of the blanks and circular letters addressed to the doctors of Switzerland, in an investigation which has been instituted in that country, we have received, after careful censorship by the office of the Swiss Consul, a package of interesting forms printed in both French and German. These blanks which are for the study of mammary cancer follow quite closely those prepared by our Society for hospital use in this country.

Lecture Notes.

On the invitation of the President of the Alumnae Association of Nurses of Kings County Hospital, Brooklyn, N. Y., Dr. LeRoy Broun addressed a meeting at the Nurses' Home on the evening of March 5th.

The members of the graduating class of nurses were guests and Dr. Broun reports that the audience showed much interest in the talk he gave them on the subject of their role in the campaign for the control of cancer.

Mr. Frederick L. Hoffman has accepted an invitation to address a meeting of the Wayne County Medical Society which is to be held in Detroit on the evening of March 25th. Mr. Hoffman's topic will be "Public and Medical Aspects of Cancer Control."

The Wayne County Medical Society recently appointed a Cancer Committee which has entered with enthusiasm on an educational campaign in Detroit and throughout the state of Michigan.

The committee is impressed with the importance of beginning this campaign among the profession and has, therefore, arranged to have the coming meeting devoted to a discussion of cancer in order to bring the subject home forcefully to the members of the Society.

On Wednesday evening, March 13th, Dr. James Ewing gave an illustrated talk on "What Nurses Should Know About Cancer" in the Lecture Hall of the Training School for Women Nurses at Bellevue Hospital, New York City. In addition to the Bellevue nurses, the Superintendents of a number of hospital training schools in the vicinity of Bellevue had been invited to send some of their pupils to attend this lecture and groups of nurses from the New York Hospital and from St. Vincent's Hospital were present to benefit by the instruction given. In all, about one hundred nurses heard the talk.

Dr. Ewing laid stress upon the prevalence of cancer of the breast and the special opportunity of the nurse to recognize early symptoms of this form of the disease in patients with whom she comes in contact. The speaker outlined some of the warning signs of the most common forms of cancer and urged upon the nurses the importance of advising patients to secure proper diagnosis and treatment immediately upon the discovery of these symptoms.

The audience showed much interest in the lecture, the nurses taking frequent notes as emphasis was laid on special points for their guidance.

CAMPAIGN NOTES

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Vol. I

APRIL 15, 1918

No. 4

Dr. Bristol to Head Work for the Control of Cancer in Maine.

Dr. L. D. Bristol, who was Chairman of the North Dakota Committee of the American Society for the Control of Cancer in 1916, has since last July been Commissioner of the State Department of Health in Maine, which, organized along the same lines as those of the Massachusetts and New York State Departments, has now taken the place of the former State Board of Health.

Dr. Bristol having kept in close touch with the problem of the control of cancer since leaving North Dakota, where he was Director of State Public Health Laboratories, formulated a plan for the free diagnosis of tissue for malignancy in the Maine State Laboratory, which went into effect on the first of January, 1918. It is reported that already there has been considerable demand for such service.

The Society has now designated Dr. Bristol as Chairman of our State Committee in Maine and he has been authorized to appoint members of a committee to promote the work in that state.

It will be recalled that Dr. Bristol, as Chairman of a special committee of this Society appointed to make a survey of the existing public facilities in the several states for the examination of specimens of suspected cancerous tissue, was the author of the Committee's report on "Free Tumor Diagnosis as a Function of State Public Health Laboratories." That report, prepared as the basis for consideration of the need for and the means of a general extension of facilities for the laboratory diagnosis of cancer under public auspices, was distributed as No. 11 in the series of bulletins published by our organization.

A number of copies of the Bulletin are still available and may be had by any of our readers interested in the subject, upon request to the headquarters office of the Society.

New Field of Instruction.

The headquarters office has recently been in communication with the Department of Public Instruction of the Bureau of Commercial Economics, Washington, D. C., with regard to a plan for bringing the fundamental facts for the control of cancer to the attention of motion picture audiences throughout the country.

Mr. Francis Holley, the Director of the Bureau, assures us that if our organization will develop a picture of simple texts and a few illustrations, he will arrange for its circulation. He is confident that a very comprehensive lesson can thus be taught which will bring the public to a realization of the incidence of this disease and the necessity for its early eradication if the mortality from cancer is to be lowered.

Members of the Cancer Society's Lecture Bureau to be Called Upon to Lecture to Civilian Groups on "Social Hygiene and the War."

In connection with the campaign to protect the Army by combating venereal diseases in civil communities, the Cancer Society has been asked by direction of Dr. Franklin Martin, Member of the Advisory Commission of the Council of National Defense and one of the Directors of our organization, to furnish a list of the medical men throughout the country who are on our Lecture Bureau and who from time to time present the work of the Society in addresses before lay and professional groups.

We are assured that our list of speakers will be very helpful as it is felt that the type of man who can speak well on this public health subject will be valuable in social hygiene work. Thanks for our cooperation in this matter have been extended by the Committee for Civilian Cooperation in Combating Venereal Diseases of the General Medical Board.

Lecture Notes.

Dr. W. P. Manton of Detroit has accepted an invitation to give a lecture on cancer before the nurses of Ford Hospital in that city in the near future. Dr. Manton has ordered duplicates of many of the lantern slides belonging to the Society to add to his personal collection and will make use of them to illustrate his coming talk.

Mr. Frederick L. Hoffman spoke before the members of the Wayne County Medical Society on the evening of March 25th, telling them that the cancer death rate in Michigan has grown from 61 to 85 per 100,000 of population since 1900, and that in Detroit it has increased since 1891 from 45 to 81 per 100,000. He concluded his address with a denunciation of "cancer quacks" who are making fortunes out of the suffering of their fellow men and women.

The Wayne County Cancer Committee has ordered a complete duplicate set of the lantern slides in the Society's collection for its use in extending the educational campaign throughout the state of Michigan.

Dr. Hubert A. Royster lectured on the afternoon of March 28th in the Woman's Club Building before the Health Department of the Woman's Club of Raleigh, N. C., on "What Every Woman Should Know About Cancer." Much interest in the subject was manifested by the audience of two hundred which crowded the Club auditorium. Circulars supplied by the Cancer Society were distributed in connection with this meeting.

We learn from Dr. George R. White of Savannah, Chairman of our Georgia Committee, that he is planning in cooperation with Dr. J. L. Campbell to have the subject of cancer control brought before the Medical Association of Georgia which meets in Savannah April 17th-19th, and trusts they may have a committee appointed to bring this matter before the public and have all the local societies in the state interested.

Dr. White is to read a paper before the Association on the general subject of cancer control with special reference to the work of our organization.

On Wednesday, April 19th, Dr. James Ewing lectured on cancer in Chancellor's Hall, State Education Building, Albany, N. Y. This lecture was one in the course instituted by the Albany Medical College and was open to the public.

6,000,000 Workmen Read Warning Signs of Cancer.

The National Safety Council has recently distributed among its members a bulletin on the early recognition and treatment of cancer, for posting on shop bulletin boards. It is estimated that the bulletins in the series issued by the Council are read by 6,000,000 workmen each week.

At the request of the Council the Society is now preparing a draft bulletin relating to breast and uterus cancer for the instruction of the women employees reached by the Health Service Series.

Cancer Symposium.

According to the preliminary program of the meeting of the Nebraska State Medical Association, which will be held in Omaha on May 7th and 8th, 1918, the morning of the second day of the sessions will be devoted to a cancer symposium.

Dr. Palmer Findley, one of the Directors of our Society, is scheduled to present a paper on "Early Recognition of Cancer of the Uterus," and Dr. Daniel T. Quigley, one of our members, will report on "Results of Radium in Cancer."

A Correction.

We are in receipt of a letter from Dr. W. P. Manton of Detroit, Michigan, who advises us that the Wayne County Medical Society Cancer Committee was established on his motion in the Fall of 1915 at which time it was made a perpetual committee of the Medical Society, Dr. Manton serving as its first chairman. We wish to correct our announcement in the last issue of the "Notes" to the effect that the Cancer Committee was of recent appointment.

CAMPAIGN NOTES

American Society for the Control of Cancer

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Vol. I

MAY, 1918

No. 5

A PLEA FOR SICKNESS PREVENTION.

In its bulletin, published May 1918, the National Industrial Conference Board presents a research report under the title of "Sickness Insurance or Sickness Prevention?"

In these days of conservation, it is high time the public was made to realize the extent to which sickness and physical disability sap the energies and impair the efficiency of the nation. It is time we answered the question "If it costs a billion dollars to insure the health of the United States, why not prevent disease?"

Under the heading "How Far are Diseases and Physical Defects Preventable?" the report states:

"The diseases most frequent in the industrial population, other than strictly 'occupational diseases,' are those of the degenerative type, such as Bright's disease, *cancer*, apoplexy, cirrhosis of the liver, and arterial diseases. These are particularly frequent causes of disability and death after the age of 45 years, although they often exert a detrimental effect on the efficiency of workers at earlier ages. Predisposing factors which contribute to the occurrence of those diseases often exist in the very early periods of life. While opportunity for prevention of these diseases may be less promising than in the case of communicable diseases, there is undoubtedly a large field for successful preventive work if undertaken in time."

"Preventive work in the case of such communicable diseases as typhoid fever, tuberculosis, pneumonia, and diphtheria has been brilliantly successful. That in less than a generation the mortality rate for tuberculosis per 100,000 population has fallen from over 200 to less than 150 and that for typhoid fever

from 35.9 to 12.4 is a tribute to the efficiency of prevention, since in the main these results have been accomplished by preventive agencies. The results already attained with a comparatively modest expenditure in this field are an earnest of the possibilities of still greater progress in the future and of broad success in the field of non-communicable diseases as well, if these are attacked under a definite policy with a permanent and efficient organization and sufficient funds.

"The results already achieved in sickness prevention through local effort with limited funds established beyond a doubt the urgent need for a thorough-going investigation of its further possibilities under a definite national policy. Such an investigation should be undertaken at once. The withdrawal from production of hundreds of thousands of the most robust workers for military service has already increased the relative importance of the sickness burden as related to national efficiency, and it will be accentuated by further withdrawals as the war goes on."

New Cancer Committee Appointed in Georgia.

Dr. George R. White of Savannah, Chairman of our state committee in Georgia, was a recent visitor at the headquarters office of the Society. Dr. White reports that a cancer committee was appointed by the Medical Association of Georgia at its meeting in Savannah last month, after the adoption of the following Resolution:

"On account of the increasing mortality from cancer throughout the world and because the general public is not aware of the danger of this great scourge; and because of the tendency to delay action in case of cancer until it is too late, therefore,

Be It Resolved, by the Medical Association of Georgia that the President be empowered to appoint a Committee of one member from each Congressional District to be known as the 'Commission of the Medical Association of Georgia for the Study and Control of Cancer,' and that this Commission shall have the power to select as many pathologists as it may see fit; and further to use every and any legitimate means to educate the public and call the attention of the profession to the increasing danger of cancer."

The Committee of which Dr. J. L. Campbell of Atlanta is chairman, is composed of twelve members, one from each congressional district in the state. The members will organize the work for cancer control in their respective districts and will see that the subject is brought before their various medical societies with a view to furnishing adequate instruction concerning this problem to the medical profession throughout the state.

Dr. Campbell is greatly interested in the study of cancer statistics and will work for the enforcement of laws in Georgia dealing with the filing of proper reports regarding this disease.

A quantity of literature published by the Cancer Society has been forwarded for distribution in connection with the work of the new committee.

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Georgia's State Board of Health, realizing that general misunderstanding as to the real facts about cancer leads to many thousands of preventable deaths annually, recently urged Georgians to heed all signs that may point to the development of this disease.

In a carefully prepared newspaper article which was printed in the larger papers of the state, attention is directed to the prevalence of cancer and a strong protest made against fake cures. The article sums up the excellent advice given with the following:

"First, watch carefully for cancer symptoms.

"Second, seek advice of competent medical men early.

"Third, accept and act upon the advice at the very earliest possible moment."

Health officers generally are urged to supply the press in their respective states with authentic articles on this subject for frequent publication

and the headquarters office of the Cancer Society will be glad to co-operate in the preparation of such articles upon request.

News of the Campaign in Ohio.

The following article with reference to the cancer campaign in Ohio is quoted from the April issue of the Ohio Public Health Journal:

"As Chairman of the Ohio Medical Association's Committee on Control of Cancer, Dr. André Crotti of Columbus is leading a movement which has as its object to check and reduce the increasing cancer mortality. The Ohio State Medical Journal says:

'Dr. Crotti will endeavor, by a series of monthly treatises on the subject, to impress upon the profession a realization of our responsibilities in more thorough and prompt cancer diagnosis and the benefits to be derived therefrom. To obtain results in a campaign to control the cancer problem, two things must be done—the medical profession of the state must be brought to improved methods of diagnosis through which incipient cancers may be detected, and the general public must be educated to the need of directing early attention to conditions that may result in cancer. Dr. Crotti has mapped out a comprehensive campaign, to the end that the profession may not merit in the future the severe criticism which it has received in the past because of increasing cancer mortality, and the movement deserves the earnest co-operation of every Ohio physician.'

"The Ohio Public Health Journal would add to this last sentence the words: 'and every Ohio public health worker.' Cancer is an ever-increasing menace to the public health. The sooner effective measures to prevent it are put into operation, the greater will be the good that these measures can accomplish.

"The Ohio Medical Association and its Committee are to be congratulated for the public spirit they are displaying in this new enterprise."

Dr. Crotti is a member of our Society and his committee is working in co-operation with, and under the general supervision of, our state committee in Ohio of which Dr. Joseph Ransohoff of Cincinnati is chairman.

Instruction in Nurses' Training Schools.

The following letter was received during the past month from Miss Clara F. Brouse of the Tri-County Graduate Nurses Association of Ohio:

"As a teacher of nurses I am writing you to ask where I may obtain such literature regarding cancer and its control as will be of interest to pupil nurses. Can you send me sample pamphlets or refer me to some recent reliable authors upon the subject? Our nursing textbooks barely touch the subject and I am anxious that our classes should have the latest reports regarding the control and early signs of this dread disease."

In acknowledging receipt of the material forwarded from our office in response to this request, Miss Brouse writes:

"We based a most interesting class period upon the pamphlets. At the request of the Senior Class of the Akron Peoples' Hospital, I am asking you to send me fifteen additional copies of your Bulletin No. 13, as each member of the class wished a copy of this one by Mr. C. E. Lakeman for the Public Health Nurse."

This request is in line with the policy urged by our organization that routine instruction be provided in all schools of nursing in order that nurses generally may be familiar with the *early* symptoms of cancer and, after graduation, assist by their individual effort in the education of the public in their immediate vicinity.

New Laboratory for Cancer Research Hospital.

It is reported that a new laboratory building is to be erected as an addition to the Huntington Memorial Hospital for Cancer Research, Boston, Mass. Development and application of the penetrating properties of the X-ray will be one of the larger problems to be worked out in the new building.

Referring to the field of research, in the fifth annual report of the Hospital, Dr. J. Collins Warren, Chairman of the Cancer Commission of Harvard University and one of the Directors of our Society, says that at the outset a study of the parasitic origin of cancer was conducted by the pathologist and parasitologist. Scientific research of world-wide distribution has thus far failed to discover any organism which could place cancer upon

the list of diseases of microbic origin. The more recent activities of the Commission have been concerned with the problems which the discovery of radium and other forms and applications of light rays have brought into prominence.

Dr. Robert B. Greenough, one of the active Directors of the Cancer Society, who is the surgeon in charge of the Hospital, reports that although many of the staff members have gone into service for the Government, and their special lines of research are temporarily suspended, the work of the Hospital has not been seriously curtailed.

Work on the erection of the new wing, like the research work in the Hospital, will be delayed, however, on account of war conditions.

Cancer Literature for Members of Women's Clubs.

At the request of Mrs. Elmer Blair, Chairman of the Public Health Department of the General Federation of Women's Clubs, the Society forwarded a quantity of its circulars and bulletins to be distributed among the visitors at the Public Health Headquarters during the Biennial Convention of the Federation held at Hot Springs, Ark., May 1st to 8th inclusive.

It is hoped that as a result of this distribution, interest in the subject of cancer as a formidable disease of adult life will be stimulated and that the topic will be included on the health study programs of many local clubs throughout the country.

Campaign Launched in Maine.

Dr. L. D. Bristol, our newly designated state chairman in Maine, writes that the campaign in his state was started on the 16th of May when he spoke on the subject of the cancer problem before the Waterville Clinical Society.

Notes of Directors Who Are in the Service.

Our attention has just been called to the fact that Dr. Reuben Peterson of Ann Arbor, Chairman of our Michigan Committee, has been on active duty since November 17, 1917, as a Major in the Medical Reserve Corps. In a letter recently received, Dr. Peterson writes:—"I look forward on the completion of the war to again

being active in the good work that the Society stands for."

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Dr. W. D. Haggard of Nashville, Tenn., advises us that he is a Major in the Medical Reserve Corps and is on active duty as Medical Aide to the Governor of Tennessee. He is engaged in directing examinations of the draft army.

Word from Overseas.

We have recently received a letter from Dr. Howard Lilienthal, one of the Directors of our organization, who as Major in the Medical Reserve Corps is serving at Base Hospital No. 3 with the American Expeditionary Forces. Major Lilienthal writes that it made him a bit homesick to read the report of the recent meeting of the National Council of the Society which had been forwarded for his information, and asks to be remembered to all of his "A. S. C. C. friends."

His Unit which, at the time of writing, had been over for a little more than a month, had been preparing for patients an old monastery, altered and arranged as a thousand bed hospital, which is ideally situated for the purpose. The letter says:—"We are sent a few at a time for active medical and surgical service and some of our nurses have had a very busy time of it. I do hope my turn will come soon."

Lecture Notes.

Dr. Edward Reynolds, one of the Vice-Presidents of the Society and an active member of our Board of Directors, lectured on cancer, on

Wednesday, May 1st, before the Essex North District Medical Society in Lawrence, Mass.

* * * *

Dr. Palmer Findley of Omaha, Neb., reports that he read a paper on the "Early Recognition of Cancer of the Uterus" before a splendid and appreciative audience at the Academy of Medicine in Pittsburgh on May 14th. Slides were shown to illustrate the lecture.

Dr. Findley writes that the Symposium on Cancer which he recently arranged for the Nebraska State Medical Society in Omaha was a splendid presentation of the subject by six men. Stereopticon slides were shown by two X-ray men, Dr. Wohl presenting the subject of "Cancer of the Breast" and Dr. Tyler that of "Cancer of the Gastro-Intestinal Tract," while an excellent presentation of the radium treatment of cancer was made by Dr. Quigley.

Dr. Findley writes that these notes are reported merely to call our attention to the fact that "Nebraska is still on the job." He adds: "I really think this work is bringing its fruits. It surely should not be sacrificed because of war conditions."

* * * *

The Surgeon General's Office has started a series of lectures on health subjects for the instruction of the civilizn employees of the War Department. Talks are held in the auditorium of the new building of the Department of the Interior, on Thursday of each week at 4:45 P. M.

The first talk of the series, held on April 25th was delivered by Major William J. Mayo of the Surgeon General's office and was on the subject of cancer. The auditorium was packed and many people were obliged to stand in order to hear the lecture.

JAN 28 1919

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally.

Vol. I

SEPTEMBER, 1918

No. 6

JUNE TO SEPTEMBER

The summer months of 1918 have seen the crisis of the war come and go. Likewise they have meant the passing of the critical period in the war history of our organization. It has not been easy to connect the campaign for the control of cancer very directly with the country's war effort. And at times with so many of the professional members of the organization drawn into increasingly active service it has been difficult to plan and execute a consecutive program. In recent months, moreover, the pressure of war activities has laid a heavy hand upon our small but always faithful office force.

At a recent meeting of the Executive Committee steps were taken to meet the latter difficulty and new plans for the conduct of the headquarters office during the present emergency have been put into operation. With the same loyal support that the members of the Society have given during the past year the Executive Committee anticipates the continued successful conduct of the organization on a war basis and has in mind a number of concrete activities which will be expressly developed in the near future.

The monthly publication of Campaign Notes, unavoidably interrupted during the past summer, will be continued as originally planned, beginning with the present number.

MASSACHUSETTS HEALTH CAMPAIGN

A development of the past summer which has great significance for the cancer campaign as well as for the control of other preventable diseases in Massachusetts was the inauguration of a new campaign of public health education under the auspices of the State Commissioner of Health, Dr. Eugene R. Kelly. Representatives of several agencies which seek to keep Uncle Sam's soldiers fit to fight as well as to cut down the state's

death-rate, have been organized into a Massachusetts Health Committee.

The officers of the Committee are Dr. Eugene R. Kelly, State Commissioner of Health, chairman; Miss Gertrude W. Peabody, of the Child's Welfare Department, Council of National Defense, treasurer; Professor Charles E. Bellatty, of Boston University, director of publicity; Bishop William Lawrence, representing the Society of Social Hygiene; Dr. Edward Reynolds, director of the American Society for the Control of Cancer; Dr. G. M. Kline, director of the Massachusetts Committee on Mental Disease; Dr. V. Y. Bowditch, president of the Massachusetts Anti-Tuberculosis League, and Dr. Richard M. Smith, member of the Child Conservation Committee of the State Department of Health. The headquarters of this Committee are, through the courtesy of President Murlin, at the Boston University College of Business Administration, 525 Boylston Street, Boston, and the Committee's services are being made available to any group in the state which desires them. The Committee has a working fund with which it will carry on a vigorous campaign of lectures, exhibits, newspaper publicity, and circular work. It hopes to serve in an advisory capacity to less experienced organizations, and will also aim to be "a clearing-house for public health ideas" at this time.

Dr. Edward Reynolds, chairman of our Board of Directors and, as above noted, one of the members of the Massachusetts Health Committee, reports that the joint campaign of public education will be conducted by an expert publicity agent who is to give his whole time to this propaganda for two years. Funds have been made available to meet all expenses and the work of the Committee began in July. Through Dr. Reynolds the office of the Cancer Society has been called upon to supply the necessary literature and publicity material on cancer.

A WAR DEPARTMENT LECTURE ON CANCER

In an earlier issue of Campaign Notes mention was made of an address by Major William J. Mayo, of the Medical Corps, delivered in a series of lectures on health subjects arranged by the Surgeon-General for the benefit of the employees of the War Department at Washington. As reported by Frederick J. Haskin, the full address given by Dr. Mayo is now available, as follows:

"In the United States today there are more than 300,000 persons afflicted with cancer, and about 85,000 of these will die during the year. The most tragic part of this condition is the fact that more than half of these deaths are preventable, and half of the remaining fatal cases might have been cured by an early operation. For, while science does not yet know the exact nature of cancer, it does know the condition which lead to its development, and these conditions may in large measure be controlled. The terrible mortality from cancer is therefore largely due to ignorance.

"Cancer is an abnormal growth of tissue within the body. Certain cells in the embryonic stage fail to develop and perform their normal functions, and the multiplication of these useless cells form the tumor. What causes the cells to be checked in their normal development is not yet known, although there are several plausible theories. But the predisposing conditions which lead to this abnormal growth are known, and may be controlled.

"Thus cancer nearly always forms in some lesion upon the body, such as a wart, a mole, a bruised or infected spot. This lesion becomes irritated, and the growth of abnormal cells begins.

"The age of the individual plays an important part in susceptibility to cancer; for the common form of cancer is essentially a disease of later life, when some of the tissues have become weakened.

"In spite of popular opinion to the contrary, cancer is not an hereditary disease. Certain families may have tissues which develop cancer more readily than others; but this is only a small factor in the development of the disease. Since one out of every nine women and one out of every thirteen men die of cancer, it is not surprising that often several cases should occur in the same family.

"Equally fallacious is the belief that cancer

is contagious, in the sense that it can be carried from one person to another and there is no proof that it is contagious under any circumstances.

"Cancer is said by statisticians to be on the increase. Since the average human life has been lengthened about twenty years since 1860, the number of persons who are of the age most susceptible to cancer has been increased, and therefore the relative number of cases has grown. But there is no evidence that cancer is more prevalent now than ever before, in the sense that one is more apt to contract it. At the same time, the treatment of cancer is making cures constantly more frequent. The use of the X-ray in diagnosis was a great forward step. The so-called benign tumors are now often cured by a simple operation, while malignant growths are often successfully removed by more thorough operations.

"Certain occupations may lead to the contraction of cancer. Workers in aniline dyes absorb deleterious substances, which get into the urine and sometimes causes cancer of the bladder. Cobalt workers often have cancer of the lungs from the inhalation of irritating particles of cobalt, and workers in tar develop irritations at points where the tar comes into contact with the skin which may develop into cancer. Soot has an irritating effect on the skin, and the frequency of cancer of the groin among chimney sweeps is proof of this. Those who work in arsenic and its preparations sometimes absorb enough to overstimulate the skin, and cancer, especially of the hands and feet, may develop. Persons working with the x-ray often develop dermatitis of the hands, leading to cancer.

"There are several kinds of cancer, some of which attack the skin, mucus membranes and excreting glands, while others attack the bones, muscles and connective tissues. It is believed that in all of them, some lesion—i. e. some point of irritation, is necessary before the cancer can form. It is probable that a majority of human beings are immune to cancer, that a lesser number possess a partial immunity, while a minority are without the protective agencies which render the lesions harmless. The condition of such persons is described as "precancerous."

"The lesions which may lead to cancer are classified as (1) congenital, (2) traumatic, (3) chronic irritative. The first class includes all

sorts of moles, warts and benign tumors. The second includes injuries, such as bruises, wounds and burns.

"The third class includes all sorts of mechanical, chemical and infectious irritations, such as those caused by occupation, and is the greatest factor in the production of cancer. The potency of chronic irritation in producing cancer has been proved in many ways. For example, in India there are cattle which pull loads by means of ropes passed through holes bored through the base of the horn. Cancer at the base of the horn is very common among these cattle, and is seldom seen in others. A Copenhagen scientist found that rats in certain American sugar warehouses frequently had cancer of the stomach. He learned that these rats ate a kind of cockroach which was infected with a parasite that irritated the stomachs of the rats, and he was able to produce cancer in other rats by feeding them on these cockroaches.

"There is abundant evidence that external cancer in man is nearly always caused by some sort of an irritation, and scientists believe that internal cancer may often be due to the same cause.

"In parts of China where the head is shaved by the public barbers, the razors used are often dull and full of nicks, and the irritation of this scraping often causes cancer. Chinese men suffer from cancer of the pharynx and esophagus due to their habit of eating very hot rice, which is thrown into the mouth forcibly with chop sticks. Chinese women eat after their lords and masters, when the rice is cold, and they never have have this kind of cancer. In India much cancer is caused by the chewing of betel nut. In some parts of the country women do not chew the nut, and are free of cancer of the mouth.

"Cancer of the mouth in civilized countries has been greatly reduced by good dentistry. Eighty-five per cent. of the cancers of the lip occur in smokers. Formerly clay pipes, which became very hot, were much used, and there has been a notable reduction in the number of cancers of the lip since the clay pipe has gone out of fashion. Smoking, however, is the cause of most cancer of the lip, the tongue, and the floor of the mouth.

"In Khurdistan, India, the natives wear baskets filled with hot coals across their abdomens to protect them from the cold, and more

than fifty per cent. of all the cancer in that region forms in the abdomen and groin, while in other countries such cancers are very rare.

"Gall stones, which cause a chronic irritation, are found in 85 per cent. of all cases of cancer of the gall-bladder. Locomotive engineers and firemen frequently have cancer of the skin, due to exposure to the heat of the firebox. Cancer of the breast in women is believed to be largely due to the irritation of clothes, and especially of corsets. Among people who leave the breast uncovered, cancer of the breast is extremely rare.

"One-third of all the cancer in civilized men occurs in the stomach, although this is not true of animals or primitive people. It seems not improbable that the taking of very hot food and drink by civilized people may be the cause of this.

"One of the great difficulties in the treatment of cancer is the popular attitude towards it. Many persons believe that cancer is hereditary and carries a stigma with it. Hence many who have been operated upon and cured of cancer conceal the fact, and only those cases who die become known. This has resulted in an unjustified pessimism with regard to the possibility of curing the disease.

"The steps which the layman can take to protect himself from this disease are obvious from what has already been said. Causes of irritation should be avoided, and if the occupation makes this impossible, the possibility of cancer should be kept in mind, and the advice of a physician sought. Small tumors, moles, warts, abrasions and injuries which fail to heal should be closely watched and shown to the physician. Gall-stones and ulcers should be treated as soon as they are discovered. If these lesions are not neglected cancer may be prevented, and if taken in the early stages, it can often be cured. Ignorance and neglect constitute the greatest dangers."

PERSONAL NOTES

At a meeting of the Executive Committee on September 9, 1918, it was voted to release Mrs. C. Alfred Foster from the executive staff of the Society for service with the Women's Personnel Division of the Y. M. C. A. Mrs. Foster has been connected with the executive office of the Society for over two years, first as chief clerk, and more recently as acting Executive Secretary. It is

almost wholly due to her constant enthusiasm and loyalty that the uninterrupted conduct of the central office has been possible since the outbreak of the war. She has repeatedly resisted pressure to enter the services of various war agencies, in spite of unusual equipment and unusual desire to render such service. The Committee and other members of the Board and executive staff who have the interests of the Cancer Society close at heart, have been able to undertake war work themselves with a freer conscience because Mrs. Foster could be relied upon to carry on so much of the regular work. The Committee therefore, feeling an unusual sense of indebtedness to Mrs. Foster, believed that she should no longer be held back from active war work, all the more since her new position gives the fullest scope for her abilities. Even so it was only at the urgent request of Mrs. Robert G. Mead, Chairman of the Finance Committee, to whom the Society owes so much, and because it happened that suitable alternative arrangements could now be made, that the Committee was willing to consent to the loss of Mrs. Foster's services. Fortunately she will, by special arrangement, be able to continue a degree of supervision over certain phases of our work with which she is especially familiar.

At the same meeting of the Executive Committee, an arrangement was approved whereby Mr. Curtis E. Lakeman, a member of the Board of Directors and formerly the Executive Secretary of the Society, will give part of his time to the supervision of the work of the central office and to the promotion of the interests of the Society in the field. Mr. Lakeman has been connected with the Department of Civilian Relief of the American Red Cross in Washington since the beginning of the war, except for a brief period in April and May, 1917, when his services were contributed by the Society to assist Maj. F. F. Simpson, Chief of the Medical Section of the Council of National Defence. Under the present plan, Mr. Lakeman will, without substantial change of his services to the Red Cross arrange to be at the office of the Society each week on days when Red Cross matters requiring his attention in New York can also be disposed of.

The Executive Committee feels that it is fortunate in retaining the services of two of its experienced executive officers, even on part time, and believes that the affairs of the Society will

be well conducted under this plan until events make possible a return to full speed on a working basis similar to that which existed before the war.

The Society shares in the honor which has come to Mrs. Robert G. Mead by her appointment as a member of the War Personnel Board of the Y. M. C. A. Mrs. Mead and Mrs. F. L. Slade are the first women to be thus designated, in recognition of the active part which women generally have come to play in the canteen service and other overseas activities of the organization which is doing so much for the comfort and encouragement of our Army in France. Mrs. Mead, more than any one else, is responsible for the financial planning which has made possible the organization and continuance of the Society for the Control of Cancer. Mrs. Mead sailed on August 24th for several months of direct study of the Y. M. C. A. work in France.

Another one of our directors has received a well merited promotion. Dr. William C. Woodward who had been health officer of Washington, D. C., since 1894, was appointed health commissioner of Boston by Mayor Peters on August 1st. Dr. Woodward was formerly president of the American Public Health Association and has long ranked as one of the foremost public health officials of the country. He is already hard at work in his new and larger field of opportunity in Boston and will undoubtedly be able to render even greater assistance than hitherto in the work of the Society for the Control of Cancer.

The death in June of Dr. James Douglas, philanthropist, mining engineer, and president of The Phelps Dodge Corporation removed a figure notable in the development of the use of radium in the treatment of cancer. Perhaps the greatest among many public and charitable gifts which Dr. Douglas made during his life was his contribution to the General Memorial Hospital in New York of $3\frac{3}{4}$ grams of radium valued at about \$375,000 to be used for all time in the treatment of cancer and other work of that hospital. This radium represented several years work of the National Radium Institute in extracting the element from carnotite ores. The entire radium product of the Institute, $7\frac{1}{2}$ grams, was divided between the Memorial Hospital and the Johns Hopkins Hospital of Baltimore.

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CAMPAIGN NOTES

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Vol. I

OCTOBER, 1918

No. 7

PUBLICITY WORK IN MASSACHUSETTS

As a part of the campaign of the Massachusetts Health Committee, described in the September issue of Campaign Notes, the following interview has been sent to all daily newspapers in the state:

"That a tremendous national campaign of publicity and preventive education against cancer such as was employed in the influenza epidemic would result in saving annually many thousands of Massachusetts citizens over 40 years of age from intense suffering and untimely death was the opinion expressed yesterday by Dr. Edward Reynolds of Boston, Chairman of Directors of the American Society for the Control of Cancer.

"Few realize," said he, "how easily most cases of cancer are cured by early surgical treatment, how dangerous every day of delay may be in precancerous conditions and how deadly is the disease when once it has become well established.

"Cancer is a very curious disease which is due to certain cells of the body multiplying so fast that they seem to run away with themselves. It starts in some one spot in the healthy body much as a case of measles breaks out in one house in a healthy city. If you shut up the house and never let the measles get out of it you avoid an epidemic. But if all the people from that house go out into different quarters of the city you are very likely to have an epidemic that gets beyond control.

"If cancerous growths are let alone for even a very little while the usual result is sending out through the body migratory cancer cells which may develop growths in so many places as to render operation unsuccessful. The localized precancerous condition is a mere nothing if you get it out of the body before the migratory cells get into circulation.

"The newspapers can do an immeasurable service to humanity by making known the following facts:

"Of civilized people over 40 years of age one in every 14 men dies of cancer and one in every 8 women. These figures are the careful computation of the life insurance companies.

"Cancer attacks more men and women over 40 than does tuberculosis, pneumonia, typhoid fever or any chronic disease. About 80,000 deaths annually in the United States are due to cancer.

"The majority of cases of cancer in the early stages are curable. The bulk of all cancers are in positions that permit of successful operation.

"After 40 it is highly unsafe to neglect persistent ulcerations, cracks in the skin, sores, lumps in the breast or chronic indigestion with loss of weight and change of color.

"Birthmarks, moles or warts which change their appearance or show signs of irritation should be regarded with suspicion and should be examined by a competent surgeon.

"Medicine is worse than useless: By producing a period of freedom from discomfort it delays the proper treatment. Medical cancer cures are all bogus. Barring the use of radium or similar means for the small affairs of the skin, surgical operation is the only cure for cancer.

"In the earliest stages of the 'precancerous' conditions the operation for cancer of the breast usually requires an incision only an inch or two long, necessitates carrying an arm in a sling for a few days, brings about only a trifling expense and causes no deformity.

"Women must learn not to wait for pain to become prominent but to seek competent advice regarding mysterious symptoms. Pain indicates that the sufferer is late in action but not necessarily too late.

"Heredity is a factor of small importance in discussing cancer and the possibility of transferring cancer from one person to another may be practically disregarded."

THE CONTROL OF CANCER

By George R. White, M.D., F.A.C.S.

The control of cancer is a subject that has been with us a long time but it has suddenly taken on a new interest. At this time when we are taking stock of our national resources in order to conserve man power and material wealth we are met at the outset with the cancer problem which is a waster with totals beyond the reach of the imagination even in these times when we are becoming accustomed to the stupendous.

That the importance of the subject in this connection is realized in some quarters is shown by the fact that the Committee of National Defense of the State of Texas has entered into an active anti-cancer campaign, placarding the state and filling the newspapers with articles calling attention to the cancer menace and the methods of combating it.

In presenting and emphasizing this subject at this time, it is not to detract from the great work into which we have all put our whole heart and soul but to reinforce in a very practical way the conservation of our resources. The doctor who can save a patient from a cancer illness and a cancer death, keeping him a producer instead of a consumer is "doing his bit" in no small degree.

The main facts regarding cancer are well known to medical men. It is a disease without a specific remedy. It is neither contagious nor hereditary but selects its victims in an apparently lawless and erratic manner but following an indefinite law by which the most civilized races are the most liable to its ravages and if we can rely upon mortality statistics it is increasing at an alarming rate in all civilized countries.

In our country one out of eight of the women reaching the age of thirty-five becomes a victim of cancer and one out of eleven of the men, giving a total of 80,000 per annum for the United States. If we figure out the average expenses of the years of illness preceding a cancer death, the loss of production during that time and the loss of productive years from an untimely death and multiply it by 80,000 we have a sum beyond the reach of our imagination and the pity of it all is that the greater part of all this loss and misery is preventable by simple and practical means.

Of course there are some tumors that begin in the internal organs and run their inexorable

course with nothing to be done but to accept the inevitable. These cases are in the minority but speaking generally there is a precancerous stage to all cancers, a stage in which the growth is something else before it becomes a cancer and in this stage it is amenable to simple treatment or eradication.

We have all watched the growth and development of a cancer on the face. There is first a heaping up of a few epithelial scales, hardly noticeable, which later becomes a papule with a waxy base then a scab forms on the top and in the following months or years it develops a little ulcer which slowly spreads destroying everything in its reach, eyes, nose or mouth, until the victim becomes an object of horror and loathing.

In 802 cases of these skin cancers analyzed by Bloodgood there was not one in which the growth was not grafted upon some other abnormal condition and which could not have been easily remedied in the precancerous or early cancerous stage.

The same principle holds elsewhere. In the uterus we usually have the history of an irritation from an old laceration manifest by a leucorrhea or an abnormal flow at or after the menopause. In the stomach cancer is preceded by a period of chronic indigestion that possibly could be cured if taken in time. And in the breast there is the lump which has perhaps been there a long time, painless and apparently harmless, but which increases almost imperceptibly until the full-grown cancer is formed.

In all these cases there are warnings of approaching trouble if rightly understood. Unfortunately the warning is not pain. If it were there would be no great cancer problem, but warnings there are and clear and definite enough if they are but heeded.

Statistics from the large hospitals show that the average time from the discovery of the cancer by the patient until competent advice is sought is one year with men greater offenders than women and this seems to hold in other countries besides our own.

With our present cancer situation it would seem theoretically that the control of cancer might be a simple affair; We have but to eliminate the year of waiting after the cancer is discovered and heed the early warning.

By the age of thirty-five, all warts, excrescences and benign tumors that should never have been tolerated that long should be removed. All skin

lesions which may subsequently produce cancer should be eradicated; and the method of eradication is unimportant so long as the work is done by a competent and experienced physician or surgeon.

The lacerated eroded cervixes should be repaired or amputated and the cases of chronic indigestion, though a much less promising field, should be given the benefit of advanced medical or surgical treatment after an x-ray examination.

There are no new methods of dealing with cancer, surgery has gone its limits, x-ray and radium often only raise false hopes and the research laboratories seem as far as ever from giving us a specific but we have in our old methods relief from the most of the evil if we would but use them. But the question arises: How can we do anything unless we can get hold of those affected with the precancerous lesions? And the answer to that involves the whole subject of cancer control. We cannot do it all at once, we cannot get all the cases, but we can do something, and if anything is accomplished the organized medical profession must do it.

We need the cooperation of everybody; we need a good active committee representing each district in the state. The committee can act for the state at large and each individual member can be the director of the work in his district. The local societies can be urged to join in a publicity campaign and the individual doctors interested enough to talk cancer, whenever opportunity presents.

There are some dark spots in our own profession that need looking into. Statistics from some of the large clinics show that a considerable per cent. of the delayed cancer cases were given bad advice by their attending physician, who either from ignorance or cupidity counselled palliative treatment.

The organized nursing profession can be made a factor in this campaign as the relation between the nurse and the families in which she is employed gives her an opportunity to know of many hidden lesions and give much needed advice; lectures on cancer control should be included in the curriculum of every training school for nurses, womens' clubs, commercial bodies and occasionally the services of a public spirited citizen all help.

The American Society for the Control of Cancer is organized to aid all efforts along these lines, by furnishing information, sending out pamphlets or providing lecturers upon certain occasions.

But after all the newspapers are the great source of education and enlightenment of the public; and just here we see a most deplorable state of affairs; the advertising columns of otherwise respectable papers are loaded with fake advertisements ranting against the cancer victim's only means of salvation in an endeavor to get some of his money at the expense of his life. And the newspaper managers seem to have no compunction in aiding the crime for their share of the spoils; the religious papers are the worst offenders of all.

The papers however, can be made to exert a powerful influence in the cancer campaign by a little effort on the part of the committee, they will publish unlimited information regarding cancer especially if the articles submitted are backed by some organized body; and who knows but that some of them will stop their vicious advertising especially in these times if the matter is presented to them in the proper light.

Like all campaigns for the education of the public it is no use to tell a thing once or twice but it requires constant repetition from all points of view, till the main facts are known and remembered by all.

A campaign of this kind is not a passing fad; it is entirely practical and productive of results; it has been shown repeatedly that when an intelligent propaganda is carried on in a community the cases come earlier and the death rate is diminished.

Prevalence of Cancer in Minnesota

A recent statistical report of the Minnesota State Board of Health on tuberculosis and cancer in Minnesota from 1900 to 1917, inclusive, is summarized in the *St. Paul Dispatch*, as follows:

"While the number of deaths increased from 1,864 in 1900 to 2,354 in 1917, the population increased during the same time from 1,751,394 to 2,312,445, and the tuberculosis death rate for each 100,000 decreased during the same period from 106 in 1900 to 101 in 1917, a gain of 5 in the number of lives saved annually.

"On the other hand, the number of deaths from cancer increased from 662 in 1900 to 1,903 in 1917, an increase from 37 to 82 per 100,000 of population. In 1916 the ratio of deaths from cancer to population was even higher than in 1917, being 83 for each 100,000 of population."

Cleveland Compares Cancer to the Germans

The Cleveland Health Department does not let the war interfere with its intention to educate the people of that city about the nature and prevention of cancer. Indeed, Dr. R. H. Bishop, Jr., the commissioner of health, continuing without interruption his daily health article in the *Cleveland Plain Dealer*, finds in the war, and in Prussianism particularly, an appropriate and timely figure with which to describe the destructive invasion of cancer cells in the body. And without too violently stretching the comparison he manages to carry it all the way through:

"To have a better understanding of the dread thing we know as cancer just compare it with the war. Prussianism might well be called the cancerous growth that is trying to kill the other nations of Europe, for cancer, of itself, is a lawless growth of body cells which destroys life if allowed to run its course.

"Cancer cells escape the control of the laws of the body which govern the growth of normal cells and grow at a more rapid rate. The abnormal growth continues until a mass or tumor is formed, much in the fashion that the kaiser built up the great mass of fighting men that is the German army. This mass or tumor when once formed sets about to invade surrounding tissues in the ruthless fashion that Belgium was invaded.

"Eventually parts of the original growth may break off and be carried through the blood or lymph vessels to other organs and tissues of the body, where they start secondary growths. This is reminiscent of the way in which Russia was undermined and Ireland tainted in spots and it smacks, too, of the vicious propaganda loosed in this country.

"It is the extension of cancer in this manner that leads to the common but mistaken belief that cancer is a constitutional or blood disease. Cancer, on the contrary, is at first a purely local growth and in the early stages, if one prepares, it usually is removable and curable. This is just as true as the fact that had the allies been prepared in 1914, or before, Germany would not have been able to ravage the half of Europe.

"Just as there was growing friction in Europe and as Germany took advantage of every bit of irritation to precipitate a crisis so cancer also develops from some small source of irritation. For this reason persistent ulcera-

tions, cracks and sores, and warts or birth marks which change in appearance or grow larger should be removed as early as possible, if the development of cancer in the human body is to be prevented, as it can be and should be."

Philadelphia Health Department Warns Against Cancer

But Commissioner Bishop of Cleveland is not the only city health officer who draws a lesson from the war in emphasizing the curability of cancer. In a statement published in the *Philadelphia Bulletin* for July 15th, Dr. Krusen, director of public health and charities, said:

"If enemy airplanes dropped gas bombs over the city, killing five persons every day throughout the year, mostly women, the community would be in an uproar. Yet, this unsuspecting disease, cancer, causes one death on the average of every five hours daily.

"Consult your family physician regarding any suspicious growth. Cancer is a curable disease, but in order to obtain the benefit of this cure, it is essential that it be recognized early when complete removal by surgical means can be effectively accomplished. Internal medicines are worthless."

Cancer of the Larynx Discussed

At its fortieth annual meeting held in May at Philadelphia, the American Laryngological Association considered the newest methods of treating cancer of the larynx. The *Philadelphia Public Ledger* gave the following account of the session:

"Failure of the general practitioner to bring incipient cases of the disease to the attention of the throat specialists is one reason for the few cures in past years, speakers asserted. The majority of cases brought to experts are in the last stages, too late for complete cures and permitting of only a prolongation of life by operations. Specialists appealed for a campaign of education to eliminate this 'terrible indictment' of the poor co-operation between the general practitioner and the specialist.

"Such signs as a continued hoarseness for six weeks should be a warning to the practitioner that something beyond cure by lotions or general methods has developed, and that the diagnosis of a specialist is a duty he owes his patient to make sure that some malignant malady is not in its early stages."

JAN 30 1919

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally.

Vol. I

NOVEMBER and DECEMBER, 1918

No. 8

NEW PAMPHLETS ON CANCER

A meeting of the National Council, which includes the professional members of the Board of Directors was called on October 26, 1918, to consider the draft of a new pamphlet for distribution to the medical profession. This pamphlet has been prepared by a special committee appointed some time ago for that purpose, and including Dr. R. B. Greenough as Chairman, Dr. James Ewing, and Dr. J. M. Wainwright. The draft submitted by the Committee was very thoroughly considered by the Council, the entire evening being spent in careful discussion of every section of the report. With a few changes the draft was approved and ordered printed, the Council formally expressing the appreciation of the Society to the members of the Special Committee for their work.

Arrangements have been made to publish the first edition of this pamphlet in co-operation with the American Medical Association and the work is now in press. The Council believes that in this report the Society will be able to offer to the medical profession an unusual compendium of the established opinion of the foremost authorities regarding the diagnosis and treatment of cancer in all its principal forms.

At the same meeting, Dr. F. C. Wood, as Chairman of another special committee, presented a report of progress on the draft of a second pamphlet intended for distribution to the lay public. Copies of this draft have been submitted to all the members of the Council, preparatory to its final consideration at the next meeting.

It is a cause for gratification that in spite of war activities, steady progress has been made in the preparation of these two new pamphlets, which promise to set the highest possible standards for educational literature on cancer, and which may be expected to have wide circulation and influence in promoting the chief object of the

Society, namely, to disseminate knowledge concerning the symptoms, diagnosis, prevention and treatment of cancer.

MAINE STATE COMMITTEE

Dr. L. D. Bristol, State Commissioner of Health of Maine, whose designation as Chairman of our Maine State Committee was announced in a previous issue of CAMPAIGN NOTES, has asked the following physicians to serve on that Committee:

Dr. A. D. Sawyer, Fort Fairfield,
Dr. D. C. Cragin, Waterville,
Dr. E. B. Sanger, Bangor,
Dr. W. E. Webber, Lewiston,
Dr. G. H. Coombs, Waldoboro
Dr. Walter E. Tobie, Portland.
Dr. W. N. Miner, Calais.

With the leadership and co operation of the Federal government, through the United States Public Health Service, State Departments of Health will doubtless undertake more effective educational work than ever before. The Society is fortunate in having this strong Committee in Maine, so directly identified through its Chairman with the work of the State Health Department.

COLORADO COMMITTEE

Among the American surgeons returning to this country after service in France, it is a particular pleasure to welcome Major Charles A. Powers who has long been identified with the work of the Cancer Society in Colorado. Major Powers has for two and one-half years, with only brief absences on leave, served in the great hospital at Neuilly, known since it was taken over by the American Expeditionary Force as American Red Cross Army Hospital No. 1. Now that the war is over, Dr. Powers has returned to civilian life, but as he does not plan to resume the active practice of his profession, he anticipates that he will have opportunity

to undertake a more active part than ever in the work of the Society for the Control of Cancer.

DISEASES OF MIDDLE LIFE AND OLD AGE

By Henry Wireman Cook, M.D.

The following is abstracted from an address by Dr. Cook, as published in the Minnesota Public Health Association Journal. Dr. Cook is at present serving as Secretary of the Medical Advisory Committee of the American Red Cross, at Washington. In his home city, Minneapolis, he has been a leader in public health and civic activities and has done much to promote the work of the American Society for the Control of Cancer in the local field.

Much advance has been made in the study and prevention of infectious diseases in the past twenty years, and it has proved of inestimable value in the conservation of child life and the suppression of infectious diseases. But in another class are the diseases of middle and adult life, notably, cancer and the diseases of the heart, arteries, and kidneys. Their prevention and cure means the ultimate conservation of invaluable human energy. Dr. Cook says in his address:

"We have been entirely too complacent at seeing valuable men dropping off in their prime—that is between fifty and seventy, or even seventy-five. We are too much inclined to think of force and ability being associated with youth, not taking into account that today when so many diseases have been eliminated, that if three score and ten were a proper estimate for olden times, three score and twenty or twenty-five is not excessive for today."

Bright's disease and diseases of the heart and arteries retard the brain processes and dull the capabilities of the patient by poisoning or checking the proper nourishment of the brain. Free of such diseases, mental vigor would last into old age much more frequently than at present.

It is estimated that cancer causes 75,000 deaths annually in the United States. Diseases of the heart, arteries, and kidneys count a toll of several hundred thousand deaths annually. The prevention and cure of cancer is now receiving due attention. The American society for the control of Cancer has spread the doctrine of cancer suppression and cure. The Minnesota Public Health Association is affiliated with this Association and distributes its literature.

Cancer is of "greater frequency at ages over forty than pneumonia, tuberculosis, typhoid fever, or digestive diseases." It proves fatal in over 90 per cent of the attacks. It occurs and often kills its victim when they are in the stage of life during which they are most needed by society. "If taken in the beginning, the majority of cases of cancer are curable, but the only cure is the removal of every vestige of the disease."

The occurrence of cancer is usually associated with some form of injury or long continued irritation of body tissue. Because it rarely causes pain in the beginning, it is often neglected. The following precautions should be rigidly exercised:

Seek early examination by a competent physician in case of

(1) Any chronic sore, lump, an irritated or growing mole.

(2) Chronic indigestion, after forty, particularly with vomiting.

(3) Persistent abnormal uterine discharge, particularly if bloody.

Never be afraid to know the truth. Delays are always dangerous, sometimes fatal.

ARKANSAS MEDICAL SOCIETY

At the 1918 annual meeting of the Arkansas Medical Society, the report of the Committee on Cancer Research was presented by the Chairman, Dr. Robert Caldwell. As printed in the Journal of the State Society for June, 1918, the report says:

Your committee has had no opportunity to make any statistical investigation, but in view of the prevalence of cancer and the terrible resultant mortality, we believe that special means should be taken to keep the subject continually before the profession and that physicians should be alive to the importance of advising patients with the slightest symptoms of cancer, or having blemishes possibly with cancerous potentialities, to seek proper expert diagnosis and prompt treatment upon the discovery of such symptoms.

To this end we recommend:

(1) That the State Secretary write the secretaries of every County and District Medical Society in the State requesting that at least one session of each society during the year be specifically set aside as "Cancer Session," and that at such meetings every case in the practice of members, with such data as members have

been able to obtain from any source, be brought before the meeting for consideration and discussion.

(2) That every member of the profession render all the aid possible to the warfare on cancer, which should be waged with as much vim, energy and earnestness as military warfare. He can do this by making the earliest possible diagnosis in all cases of tumors or blemishes of carcinomatous possibilities, by giving the proper treatment and being on the alert at all times for precancerous conditions which, properly treated would most likely prevent the development of cancer.

Cancer Decalogue

The Arkansas Committee appended to its printed report the "Cancer Decalogue" published some months since by the Massachusetts Medical Society in the Boston Medical and Surgical Journal as follows:

1. The Classical Signs of Cancer are the signs of its incurable stages. Do not wait for the classical signs.

2. Early Cancer Causes No Pain. Its symptoms are not distinctive but should arouse suspicion. Confirm or overthrow this suspicion immediately by a thorough examination and, if necessary, by operation. The advice, "Do not trouble that lump unless it troubles you" has cost countless lives.

3. There is No Sharp Line Between the Benign and the Malignant. Many benign new growths become malignant and should therefore be removed without delay. All specimens should be examined microscopically to confirm the clinical diagnosis.

4. Precancerous Stage. Chronic irritation is a source of cancer. The site and the cause of any chronic irritation should be removed. All erosions, ulcerations, and indurations of a chronic character should be excised. They are likely to become cancer.

5. Early Cancer is usually curable by radical operation. The early operation is the effective one. Do not perform less radical operations on favorable cases than you do on unfavorable ones. The chances for a permanent cure are proportionate to the extent of the first operation. Make wide dissections, incision into cancer tissue in the wound defeats the object of the operation and leads to certain local recurrence.

6. Late Cancer is incurable though not always unrelievable. Radium, x-ray, ligation, cautery or palliative operations may change distress to comfort and may even prolong life.

7. Cancer of the Breast. All chronic lumps in the breast should be removed without delay. Benign tumors can be removed without mutilation. Examine all specimens microscopically. An immediate microscopical examination is desirable since, if positive, it permits a radical operation at the same sitting. A radical operation performed ten days after an exploration is nearly always unsuccessful in curing Cancer of the Breast.

8. Cancer of the Uterus. Any irregular flowing demands thorough investigation. Offensive or even very slight serous flows are especially suspicious. Curette and examine microscopically. Amputate all eroded surfaces which do not yield promptly to treatment. Do not wait for a positive diagnosis.

9. Cancer of the Digestive System is difficult of early diagnosis and therefore unfavorable in prognosis. All persistent and recurring indigestions (more especially if attended by change of color and loss of weight), and any bleeding or offensive discharges demand prompt and thorough investigation.

10. Cancer of the Skin. Any wart, moles or birthmarks which enlarge, change color, or become irritated should be removed promptly. They are likely to become cancer. Do not wait for a positive diagnosis.

OHIO STATE MEDICAL ASSOCIATION

A communication from Mr. George V. Sheridan, Executive Secretary of the Ohio State Medical Association, asks that exhibit material on cancer be supplied for the annual meeting to be held in Columbus, May 6, 7, and 8, 1918. The Association is planning an unusually large state meeting of the Association, one feature of which will be an extensive exhibit: commercial, historical, and scientific. "Before the war disrupted our medical organization work," writes Mr. Sheridan, "we got started on a fairly active campaign for cancer prevention. Everything was dropped, of course, when the war made such heavy demands on the Association, but as soon as Dr. Crotti, the Chairman of the Cancer Committee, returns to civil life, he intends to resume this work."

RED CROSS TEXTBOOK ON HYGIENE

A new edition of the American Red Cross textbook on Home Hygiene and Care of the Sick has been issued. Thirty thousand copies of this second edition have already been printed and distributed. This book is extensively used in the classes conducted by the Red Cross Department of Nursing throughout the country for the instruction of women in elementary hygiene and home care of the sick.

In Chapter IV, which deals with "Indications of Sickness" there is included the following paragraph on cancer:

"The cause of cancer is not known. All the evidence, however, goes to show that it is neither communicable nor hereditary. Cancer may occur on the skin, stomach, or other organs; in women it most commonly occurs in the breast or uterus (womb). In both sexes it occurs most frequently after 40 years of age. No known medicine will cure cancer; salves and ointments have no effect. Radium and x-ray should not be relied upon if the cancer can be removed by operation. Safety consists in removing the growth entirely, and complete removal is possible only in the early stages.

"Early diagnosis is consequently of the greatest possible importance, and an examination can do no harm in any case. Warts and moles on the skin may develop into cancer, and should be removed if they show signs of irritation. Loss of appetite and weight, any disturbance of the stomach or intestines, and sores that refuse to heal should lead a person to consult a physician; the same is true of any lump in the throat, and of irregular or persistent bleeding from the uterus in women over forty. The fact that pain is not present in cancer until the late stages leads many persons to neglect the trouble until it is too far advanced for operation. Time is all-important; hope depends on operation in the early stages when there is a very great probability of permanent cure."

THE FUTURE OF PUBLIC HEALTH EDUCATION

Much thought is being given in many quarters at the present time to the future development of public health work, both in its official and voluntary aspects. With the advent of peace, there is a wide-spread realization of the necessity of more complete and more efficient organization with which to meet the problems of health that have been thrown into sharp emphasis by the war. That which particularly concerns the Cancer Society and other volunteer organizations, active in the public health field, is the discussion of plans to avoid waste and duplication of effort and to bring about the highest possible degree of cooperation with the official agencies of the Federal, state, and local governments.

At the recent meeting of the American Public Health Association in Chicago, Dr. Frederick L. Hoffman, one of the founders of the Cancer Society, delivered an address which emphasized the need of a more effective state health administration to supplement a reorganized federal health service which he would designate as the "United States Health Administration." As reported in the *Survey* Dr. Hoffman also urged the importance of public health education. "This field," he said, "has enormously expanded during recent years, particularly through the cooperative efforts of health-promoting agencies such as the American Public Health Association, the National Tuberculosis Association, the American Society for the Control of Cancer, the National Safety Council, the Association for the Prevention of Infant Mortality and others. More governmental participation in the work of these organizations would materially aid in the highest attainable degree of success on the part of the state and federal administrations."

At the same meeting, Dr. George Vincent, president of the Rockefeller Foundation, also made a strong plea for better teamwork in public health education.

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Vol. I

JANUARY, 1919

No. 9

WHAT EVERY WOMAN SHOULD KNOW ABOUT CANCER

BY FRANCIS CARTER WOOD, M. D.

Some months ago the Editor of the WOMAN'S HOME COMPANION indicated that that well known magazine would be glad to publish a short, straightforward article which would give to its readers the essential information about the early recognition and prevention of the disease, especially in those forms which are common among women. Through the office of the AMERICAN SOCIETY FOR THE CONTROL OF CANCER it was arranged that such an article should be written by DR. FRANCIS CARTER WOOD, Director of Cancer Research under the George Crocker Special Research Fund of Columbia University. The article which follows was accordingly published in the WOMAN'S HOME COMPANION for February, 1919, as placed on sale in the latter part of January. The Society is not necessarily committed in detail to the exact views expressed, which are those of the writer, but the general object and purpose of the paper are those for which the organization exists.

"Can't you give me some hope, Doctor?" said the pale, sad-faced woman. "The children need me here so much. My husband died some years ago, and I am all they have. I did not know that an operation had to be done early. My mother had a cancer, and when this lump came I thought I knew what it was, but I did not dare tell anyone, or come and see you, because I had heard her say that operations did no good. I saw an advertisement of a salve, and so I bought some of that and rubbed it on, but it seemed only to make things worse. Now I come to you, and all you say is, 'If you had only come in time!' I did not know that a cancer could be cut out and never come back, if it was only done soon enough. There has been so much in the newspapers lately about wonderful cures with radium. I hoped you would tell me that I could get well without an operation, and now you say that it is probably too late!"

How often we physicians hear this sad story—of delay for months and years—of hope

that something will happen—of fatalistic belief in the inheritance of cancer—of that thousand-year-old faith in an ointment well rubbed in, a faith that can be traced back to the ancient Egyptians. Why is it that there is no real public knowledge of the danger of cancer and the only means for its cure?

Physicians Must Not Advertise

I am afraid that the blame for much of this lack of information must be laid at the door of the physician himself. The binding code against advertising affects the honorable man—not the quack. The source of the medical knowledge of the masses to-day is still the charlatan and his newspaper advertisements, and it is time, indeed, that the public receive accurate information from those who know the situation.

The remarkable fall in the death rate from tuberculosis during the last few years is due to the widespread publicity given by physicians, both as individuals and as members of the Asso-

ciation for the Study of Tuberculosis, to this simple fact: that the disease can easily be cured, if taken in time. Similar campaigns of publicity have been carried out by the life insurance companies and the mutual benefit societies, with equal success. The cure of tuberculosis, however, is a relatively simple matter, requiring chiefly rest, good food, and fresh air; the cure of cancer, on the other hand, is unfortunately more difficult.

Cancer is a disease which, especially when it is internal, is often hard to recognize, and, moreover, it is one which requires immediate action if good results are to follow. This immediate action, in the vast majority of cases, is recourse to operation by highly trained and skilled specialists.

To some people the words "highly trained" and "skilled specialists" bring chiefly the thought of a heavy bill; but it must be remembered that in hundreds of hospitals and dispensaries throughout the land, especially in the larger cities, the advice of such specialists can be obtained on the payment of a merely nominal fee, and that at any price the services of a man who knows are less expensive in the end than those of a quack.

The Beginning of Public Education

A beginning in public education about cancer has, indeed, been made by the American Society for the Control of Cancer, an organization formed to spread accurate and authentic knowledge concerning the disease among both physicians and the public: such, for instance, as the fact that in England cancer is the most frequent cause of death among women after the age of forty-five; that in the United States one man in fourteen and one woman in eight over forty years of age die of the disease; that, if taken at the beginning, the majority of cases of cancer are curable; that the only cure is the removal of every vestige of the disease; and that the only sure way of accomplishing this is by a surgical operation.

The efforts of this society have met with the most cordial reception. Boards of health, medical societies, insurance companies, and individual physicians have shown great interest in the work, and have taken an active part in the campaign to diffuse such knowledge of cancer as everyone should possess.

What is this knowledge? It may be summed up in a few words: Cancer is not a blood disease, but one which usually begins after middle life as a very small lump. If this lump can be found and cut out the cancer will be cured. Cancer is not inherited, nor is it contagious or due to a germ. Cancer is rarely painful, except in the last stages. While external cancer appears as an ulcer, a sore, or a lump, internal cancer can be told only by its symptoms—cancer of the stomach by dyspepsia, bloating, vomiting of food and blood; cancer of the bowels by colic, bloating, and passing of blood; cancer of the womb by bleeding at unexpected times or after the change of life; cancer of the kidney by blood in the urine.

If everyone who showed any of these symptoms immediately consulted a physician, especially one who has had a hospital training, and knows how to make the modern laboratory tests and to use the X-ray machine in diagnosis many lives would be saved.

Distrust the physician who does not have a microscopic examination made of any lump of the nature of which he cannot be certain. Most early cancers can be diagnosed only in this way. If one waits for all the symptoms to appear, it is often too late to save life.

While we do not know the cause of cancer despite all the investigations which have been made by scientific men, yet we do know a great deal about how it occurs and what is apt to precede it, and our lack of knowledge as to the cause does not prevent our being able to cure it. Many diseases of which we do not as yet know the real cause are nevertheless curable. So we find that cancer frequently begins in

moles or warts which are irritated or rubbed by the clothing or made to bleed or kept sore by repeated injury of any sort. Such warts and moles are perfectly harmless at first and become dangerous only after they have been irritated for a long time, especially if the person is of the cancer age—that is, above forty. It is wise, therefore, to have such moles removed if they are in a situation where they are liable to be rubbed or injured.

Beginnings of Cancer

Physicians have noted, also, that cancer may develop in a scar of an old burn, or in places where a chronic ulcer forms, as on the lip or tongue or leg, and it is important to see that such injuries are healed as soon as possible. Ulcers on the tongue or cheek are frequently caused by the scratching of a poor filling or by the sharp point of a decayed tooth, and a dentist should be consulted if a sore spot in the mouth does not heal in a few days.

The first beginnings of an internal cancer are much more difficult to discover, because these tumors when they start are found only by accident. But it has been found that they very often begin in some slight inflammation or ulceration. Ulcer of the stomach, which is a common starting point for cancer, is a good example; while such ulcers are frequent in women, they can be easily cured by suitable treatment if they are taken at an early stage. If a cure cannot be obtained by dieting, it is now considered wise to have the ulcer removed. Cancers of the lower bowel, also, are not infrequently preceded by some sort of chronic inflammation or ulceration, and persons suffering from chronic dysentery, bleeding piles or ulceration of the bowel should consult a physician.

Cancer of the breast in women frequently follows chronic inflammation, and is not caused by a blow, as is so frequently thought. Any woman who notices a lump in her breast should at once consult a physician.

The One and Only Cure

Cancer cannot be cured by ointments, salves or pastes. These preparations are prescribed only by quacks, a fact which should be known to everyone. Caustics will cure some small cancers of the face, but no other kind. Do not rely on radium or X-ray; they certainly and permanently cure only the small face cancers, and although many deep cancers may be greatly improved by the use of radium or X-ray, in most cases this change is only temporary.

What radium and X-ray can do, when we know better how to use them, is, of course, not settled, but what we do know now is that removal by operation will cure many more cancers than will treatment with radium or X-rays.

The only way in which the ravages of cancer can be checked is by early diagnosis. This early diagnosis can be made only when the patient consults a physician; no physician can possibly seek out and examine people without their requesting it. The people must come to him. Many people say that they do not want doctors examining them, though, curiously enough, they make no objection to the most thorough medical examination if it is for life insurance. Why should they object if the examination is to preserve their own lives, and not merely to afford means of saving money for the lives of others. They think nothing of going to a dentist once a year to have their teeth examined. Why should they not go and have their bodies examined to see if any serious disease exists, especially after they have reached the cancer age.

The Once-a-Year Examination

In the larger cities a beginning has been made in this direction, particularly by the life insurance companies, which offer to their clients the option of an examination, performed at stated intervals, by reputable physicians not connected with the company.

Unfortunately, this opportunity does not yet exist outside of the cities, but there are everywhere plenty of physicians who are perfectly competent to recognize early cancer, and there are many laboratories where specimens can be examined free if the physician himself has not a sufficient equipment.

Why, therefore, should not every person of the cancer age go to her physician once a year, even if she has no serious symptoms, and learn whether a cancer is present or not. In the vast majority of cases an answer can be given. If

the cancer is found early, it is likely to be so small that a competent surgeon will be able to remove it, with every hope not only that life will be prolonged but that the tumor will never return. The results of the best modern surgery in cancer are quite extraordinary. Cancer of the lip in its early stages can be cured in ninety per cent of the cases; cancer of the breast, if taken early enough, certainly in half of the cases, and cancer of the womb in a quarter of the cases. No other means of treatment offers the same amount of hope. To delay means certain death, for cancer does not cure itself.

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Vol. I

FEBRUARY, 1919

No. 10

A DEADLY FOE ROUTED

Overtake Cancer Early and It Is Easily Prevented

BY EUGENE LYMAN FISK, M. D.

Invaluable aid to the educational campaign against cancer has been rendered by a number of prominent women's magazines in the publication of special articles on this subject. The article by SAMUEL HOPKINS ADAMS in the LADIES' HOME JOURNAL a few years ago is remembered as one of the most telling efforts of this kind. The January issue of this Bulletin contained a reprint of the recent article by DR. FRANCIS CARTER WOOD in the WOMAN'S HOME COMPANION. Other articles have been prepared for THE DELINEATOR, the WOMAN'S MAGAZINE, etc. The most recent addition to this series is an article in the March issue of THE DESIGNER, the substance of which appears below. DR. FISK's paper has not been formally submitted to and passed upon by the Publication Committee of the Society, but the Executive Office was consulted in its preparation and the author has drawn freely upon the official publications of the Society.

Is cancer preventable? Is cancer curable? Is it contagious? Does it run in families? Is it true that the disease is on the increase and that practically all attacks are fatal? No; cancer is not a hopeless, incurable disease. If taken at the beginning, the majority of cases of cancer are curable. Practically all cases, however, will end in death if let alone. The only cure for cancer is to remove every vestige of the disease, and the only absolutely sure way to do this is by a surgical operation. Records of our best hospitals prove that the chances of cure are very high with early operations, and that these chances decrease with every day of delay. Since the disease rarely causes pain at first it may be very easily neglected during the early and more hopeful stages. Moral: Learn the danger signs so that you may guard against its

insidious onset in your own family and be able to extend comforting and intelligent advice to others in case of need.

A Destroyer of Many Lives

Cancer is one of the most prevalent and menacing diseases of modern life. It is estimated that it causes over half as many deaths in the United States as does that other great scourge, tuberculosis. There is this difference, however: tuberculosis prevails at all ages, while cancer is essentially a disease of adult life. At ages over forty, one person in eleven dies of cancer. One woman in eight, and one man in fourteen, over forty years of age, is attacked by the disease with fatal results. Because of public ignorance and neglect, cancer now proves fatal in nine out of ten cases. If, however,

proper precautions and treatment were observed, most of the deaths which occur from this cause might be eliminated.

Cancer is, moreover, a disease of special interest to women. It has been estimated that between the ages of thirty-five and forty-five, three times as many women as men die of cancer. Between the ages of forty-five and fifty twice as many die. This high degree of death among women is due to cancer of the breast and of the generative organs. It is encouraging to remember that these forms of the disease, like all the other forms, are usually curable by competent treatment in the early stages.

Although there is much that we do not know about the cause and cure of cancer, there are enough things that we do know, and on which all medical men of repute are agreed, to enable us to prevent at least 60 per cent. of the 80,000 yearly deaths which it causes in the United States.

How Cancer Begins

Cancer begins in one spot, as a small growth, which in the early stages can easily be removed. If neglected, however, it spreads and gets beyond control. An attack of cancer may be likened to a fire in a house, which if discovered soon after it starts, a bucketful of water may extinguish. If cancer is discovered at the very beginning, the slight operation which is necessary to remove it may be no more serious or painful than the extraction of a tooth or "having one's tonsils out." If the matter is delayed it may take all the skill of our best surgical experts and all the help of our most expensive scientific apparatus to root out the danger. In case the matter is delayed too long the unfortunate individual who is afflicted with it must abandon all hope. An early recognition of the disease is at present the all-important factor in its control, and until physicians know more about the real causes of cancer our chief hope of overcoming this enemy of the human race must lie in the fact that people everywhere will learn to recognize the danger signals of the early stages, and seek advice and treatment while there is yet time.

How Cancer Develops

It is not easy accurately to define a cancer, but it is quite possible to describe some of its characteristics. It is well known that the tissues of the body, the muscles, the glands, the bones, etc., are each composed of a large number of very tiny cells. These cells have been well compared to the bricks in a building, and they are held together by a material which may be likened to mortar. These cells, however, are not composed of dead material, like bricks. They are alive, and growing, and dying off, according to certain laws which we do not yet completely understand.

Sometimes certain of these cells begin to grow and develop along lines which are not in harmony with the usual order. A little group of the cells seems to form a kind of lawless colony which constitutes an unhealthy and growing spot in the body. This spot may occur on the skin, in the breast, in the stomach, in the throat, or in any other part of the body. Frequently the cells form a little hard nodule or lump, which can easily be detected by the sense of touch, and which can very easily be cut out with the surgeon's knife, leaving little or no disfigurement.

If, however, the abnormal growth, which is thus started, is allowed to continue, it invades the surrounding tissues, and eventually parts of the original growth may break off and be carried in the blood to other parts of the body, where they start secondary growths.

It is just as though, in a case of fire, the wind might carry sparks and flaming shingles to other parts of the building starting secondary fires there. It is important to remember, however, that cancer is not a constitutional or blood disease, like typhoid or malaria, for instance. When we are sick with typhoid, we are "sick all over." But when we are afflicted with cancer, we may be afflicted only in some tiny spot, and we may be perfectly well and wholesome in every other portion of the body. This is one of the most comforting things about this otherwise unpleasant disease.

The Probable Causes

Cancer arises after long continued irritation of various kinds in and about benign growths and ulcerations. For instance, cancer of the lip and mouth is frequently caused from pipe smoking, broken teeth, and the chewing of tobacco. Cancer of the stomach frequently follows an ulcer of the stomach. Cancer of the uterus has frequently been traced to neglected lacerations and ulcerations; cancer of the skin from irritated moles and warts, and breast cancer from neglected sores, cracks and especially from lumps which were at first benign (harmless.)

It is thought by some that an irritation involving heat is particularly liable to cause cancer. In this connection it is interesting to note that cancer of the esophagus or food pipe has often been traced among the men in China to their habit of eating hot rice; on the other hand it is not observed among the women of the same land who are accustomed to eat their rice cold at a second table.

Doctors were formerly taught that a benign growth always remained benign, but it is now known that benign tumors may become malignant growths. The old teachings about diagnosis recognized cancer only in the incurable last stages; everything else was diagnosed as benign. But doctors are now taught to recognize the pre-cancerous conditions in which treatment actually prevents the development of the disease.

Prevent any form of chronic irritation and you prevent at least the possibility of cancer of many types. Persistent ulcerations, cracks and sores, warts, moles, or birthmarks which change in appearance or grow larger, should be removed. Intelligent attention to these and other danger signals, and prompt examination by a competent physician or a surgeon, will greatly reduce the probability of one's having cancer.

If cancer in its beginning caused as much pain as a good stiff toothache or earache does, we should at once take warning, and most cases would be attended to without the fatal delay. However, pain—that blessing in disguise—is a danger signal which is usually not present at first, and therefore it behooves us to learn the

other commonest symptoms or danger signals of the more important types of the disease. It must be remembered that these signals do not necessarily mean cancer, but they should lead to a prompt consultation with a good physician or surgeon.

One of the most hopeful and curable forms of cancer is that dread of many women, cancer of the breast. Any lump in the breast, whether painful or not, should receive immediate attention.

There is one exception to this rule in the case of nursing mothers. Lumps suddenly appearing in the nursing breast are usually temporary and unimportant. It is also true that in the case of some women temporary lumps appear at the time of the monthly period. Many physicians, however, believe that safety lies in securing the opinion of a medical man on the appearance of any lump whatever which arises in the breast, and certainly all physicians are agreed that any lump which persists should have attention.

Although many persistent lumps are not cancer, any of them may turn into cancer. Those which appear after thirty years of age are especially important. It is comforting to know that the trifling nature of the removal of small lumps involves little or no disfigurement if the lump proves benign.

Another frequent seat of cancer in women is the uterus. Formerly it was regarded among the most hopeless localities, but now it is placed among the more hopeful, because it is possible to recognize the danger signals in an early stage and the removal is relatively safe and easy. Every woman should be well acquainted with the two main danger signals of this form and she should know definitely that although they are not necessarily certain signs of cancer they are warnings which should lead to immediate consultation with a doctor and to an immediate and thorough examination.

Cancer of the stomach and intestines is at best one of the most difficult forms of the disease with which to deal, and this makes it doubly necessary for us to give the earliest possible attention to the danger signals, always remem-

bering that they may be caused by other than cancerous origins. Here, too, while it is foolish to get excited over common symptoms, it is just as foolish to take unnecessary chances. We must strive to take a middle course and steer clear between the shoals of hypochondria on the one hand and the rocks of foolhardy carelessness on the other.

In all chronic indigestions in middle age the most careful and early investigation at the hands of a skilled physician is advisable, and all the constantly improving technical methods of modern medical science, especially the X-ray, are required.

Not Hereditary, Not Contagious

It is comforting to remember that the present verdict of science regarding cancer is that it has not been proved to be hereditary. Moreover it is a cheerful consideration in this connection that cancer, being as it is one of the diseases of later life, does to a certain extent go hand in hand with longevity.

Another encouraging thing to remember about cancer is that it is not contagious. In

spite of the enormous number of cancer cases throughout the country we do not know of a single proved case of contagion. On the other hand we have many reasons which practically amount to proofs that it can not be transmitted. Nurses and others who are obliged to care for patients afflicted with cancer need have no fear of contracting the disease through their labors.

* * * * *

It is not a rare occurrence to find well-established cancerous growths, of which the individuals are wholly unconscious. In another class of cases, slight ulceration or persistent stomach or intestinal derangements, which are noted by the individual, but dismissed as of little importance, are found on close investigation to be of malignant character. As already stated, it is a great mistake to be continually looking for trouble of this kind, and the way to avoid this bad habit is to follow the system of periodic examination wherein the body is automatically protected against the development of unsuspected disease, and the mind is relieved of worry and responsibility in these matters.

APR 19 1919

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vd. I

MARCH, 1919

No. 11

PUBLIC HEALTH, THE RED CROSS, AND THE CAMPAIGN AGAINST CANCER

The recent appointment of Dr. Livingston Farrand as head of the American Red Cross is a matter of interest and importance to the Society for the Control of Cancer in its relation to the public health movement in general. As is well known, Dr. Farrand, for ten years the Executive officer of the National Tuberculosis Association and during the war the representative of the Rockefeller Foundation in charge of the work for the prevention of tuberculosis in France, stands among the leaders of public health work in this country. In accepting his new and greater responsibilities as head of the Red Cross, Dr. Farrand has already indicated his expectation that the influence and support of that great organization will be used to strengthen the campaign against preventable disease and to promote the coordination of health agencies in this country. With a history and tradition so closely bound up with the relief of suffering, the American Red Cross, mightily enlarged and transformed by the war, can indeed hardly adopt a peace program without giving first consideration to the problems of public health. Under Dr. Farrand's leadership the country may be assured that the foremost American voluntary relief organization with its 17,000,000 members and its 15,000 local chapters and branches will have the wisest possible guidance in its participation in the public health movement.

"Teamplay in Public Health"

While Dr. Farrand has made it clear that the health program of the American Red Cross has not yet been formulated in detail, he has on several occasions unqualifiedly announced the principle that whatever this program may be it will not be one of absorption and displacement of established and recognized health agencies, but will rather make it a chief object to work with and through these organizations, helping them to coordinate their efforts and avoid duplication, and perhaps giving them financial and other assistance. The Red Cross may therefore be expected to play a leading part in the efforts which have long been projected to bring about a greater degree of "teamplay" in public health.

In a paper with that title, read in December, 1918, at the annual meeting of the American Public Health Association, Dr. George Vincent, President of the Rockefeller Foundation made an earnest plea for a definite advance in this respect. He enumerated the many national, state and other associations, societies and institutions working in the health field, finding that there were at least 28 associations devoting their attention exclusively to public health and not less than 29 additional associations whose activities included some public health work. The magic total of 57 suggested to the speaker a comparison to the disadvantage of the health agencies, since he held that they, unlike the

well-known 57 varieties of food products, are not standardized or in any way unified in a single well directed effort. Dr. Vincent charged, in effect, that these agencies in pursuing their separate ends, collecting their own funds and devoting much energy to putting their needs before the public in appeals for support, inevitably, if unconsciously, fail to advance the common object as effectively as they should. The speaker felt that so long as the voluntary agencies of public health persist in the present policy of isolation and rivalry, they will continue to see their specialties out of focus to the whole movement, will unconsciously mislead the public, will hamper the conduct of unbiased scientific research and will actually prevent the consistent and careful education of the public in matters of health. In order that comprehensive organization may take the place of this diversified, scattered and excessively individualized effort, Dr. Vincent expressed the hope that the American Red Cross might undertake to do in peace what it has done in war, namely to unify not only relief agencies but health education throughout the country. He also suggested that the American Public Health Association might be one of the agencies to embrace all other organizations in this field and that an enlarged program of the United States Public Health Service might serve from the outset as the unifying influence from the official governmental standpoint.

A Federation of Public Health Agencies

As a result of Dr. Vincent's paper, the American Public Health Association adopted a resolution empowering its executive officers to inaugurate steps for conferences with other public health agencies, with a view to bringing about a greater coordination of effort. Accordingly, a preliminary meeting was held in New York on March 1, 1919, at the office of Dr. Lee K. Frankel, Treasurer of the American Public Health Association. Among those present were Dr. Livingston Farrand, for the American Red Cross; Dr. William H. Welch, representing the American Social Hygiene Association; Dr. Charles J. Hatfield, of the National Tuberculosis Association; Dr. William C. Woodward, Commissioner of Health of Boston and ex-President of the American Public Health Association; Dr. S. Josephine Baker, of the new American Child Hygiene Association, which has succeeded the

Association for the Study and Prevention of Infant Mortality; Mr. Lawrence Veiller, of the National Housing Association; Miss Mary Beard, of the National Organization for Public Health Nursing; and Mr. Curtis E. Lakeman, of the American Society for the Control of Cancer. An account was given of previous efforts toward coordination. After free and informal discussion it was the unanimous conviction of those present that any plan to displace existing, recognized agencies by a single health organization would be at present inexpedient and inadvisable. It was agreed, however, that some form of federation of the leading national organizations would be desirable and the meeting resolved to authorize the Chairman to invite delegates from the above-named organization and others to a more formal meeting in the near future at which some form of Council representing them all would be established.

The Future of the Cancer Society

From the foregoing account, it is obvious that the lessons of the war are being applied to the advantage of the common effort to ensure the health of our civil population, and in one way or another there will inevitably result a drawing together of the various agencies. Most significant, however, is the apparent tendency on the part of both the American Public Health Association and the American Red Cross to hold that a loss of identity on the part of the established national health agencies is unnecessary and undesirable. Seemingly, then, the Society for the Control of Cancer must look forward to a period of new responsibility for the maintenance and development of its particular campaign, developed in a new and stimulating relationship to the entire health movement of the country. In the few years of its history, this Society has acquired, through the support of many of the foremost members of the medical profession and the generosity of influential laymen and women, a standing and a vitality which cannot be lost or disregarded now that the demands of peace, like those of war, call for the concentration and integration of social effort. Eventually it may remain the chief function of the Society to collect, edit and publish literature exhibits, lantern slides, lecture material, etc., which material as in the past will derive exceptional authority from its collective and impersonal authorship at the hands of specialists

represented on the governing committees; and it may be that this output of authoritative material, together with similar material, similarly prepared by other special agencies, will find its most effective channels of distribution through the agency of a single great organization like the Red Cross which has its local committees in every state, county and community of consequence throughout the country. On the other hand, in this use of such a vast network of local Chapters and Branches, the American Red Cross, committed by its history and constitution to a special interest in matters of health, may find a most constructive field of peace time activity in providing the several special health agencies with the means for an enormous extension of their influence without the need of setting up separate and competing local agencies.

The Nursing Program of the Red Cross

Even in advance of the exact determination of its complete plan of public health activities, the American Red Cross has already for some months been engaged in a special effort to extend the scope and influence of the public health nurse. For many years the Red Cross, through its Town and Country Nursing Service, has been interested in the appointment of public health nurses for rural districts, especially in the South. Likewise in the wide-spread conduct of its elementary classes in home hygiene and the care of the sick, the Red Cross has had an instrument of boundless possibilities for the education of the public in matters of personal health. While activity in these directions was necessarily modified by the emergent needs of war, it became apparent after the signing of the armistice that these lines of activity could soon be taken up again. Moreover the withdrawal of 25,000 graduate nurses from the civilian service during the past two years has awakened the women of the country to the necessity of such instruction as will enable them by their own efforts to maintain as far as possible the health of their families, to care for minor illness in their own homes, and to cooperate intelligently in the health and hospital work of the community. Accordingly, the National Headquarters Department of Nursing has energetically called upon all of the 3618 local Red Cross Chapters (which, with some 10,000 additional branches, reach approximately 15,000 communities

throughout the United States) to form new committees on nursing activities. This means that all Red Cross Chapters are to be committed through these new committees to the development of public health nursing, to cooperation with federal, state and local public health officials and agencies in health campaigns, and to the organization of classes and the extension of instruction in home hygiene and care of the sick and in home dietetics. It is expected that each of these local committees on nursing activities will include representatives of the local board of health, the board of education, the medical association, the chamber of commerce, the clergy, the civic club, women's club, the Red Cross Home Service Section and other local agencies.

Even this one departmental aspect of the Red Cross peace program carries with its briefest statement an obvious indication of the possibilities for effective local work in the education of the public and especially women regarding the early recognition of cancer. It has been from the beginning the conviction of the American Society for the Control of Cancer that the nurse, particularly the public health nurse, constitutes one of the most influential channels for the spreading of sound information and advice regarding this disease. The Society, therefore, looks with the keenest interest upon the extension of the work of nurses and of educational effort generally under the Red Cross flag.

Program of the National Organization for Public Health Nursing

Of special interest in this connection is the recent development of the work of the National Organization for Public Health Nursing. Miss Ella Phillips Crandall, who during the war was engaged in directing the work of the Nursing Committees of the Council of National Defense, has returned to New York to resume her former duties as Executive Secretary of the Organization for Public Health Nursing. Miss Crandall is a director of the Cancer Control Society and her words in a recent interview in the New York Times again point out the significance and value of the work of the public health nurse as related to the campaign of this organization and similar special agencies in the field of health education. "The duty of the public health nurse," said Miss Crandall, "is not primarily to bring the

patient to a state of health after he has become sick, but to teach him how to keep well and prevent illness. The theory upon which public health nursing is based is that care of the individual is doubly important because his illness affects the health standard of the family, that the health of the family is important because of its relation to the community group, and the health of the community is important because of the bearing it has on the prosperity and happiness of the state and the nation. * * *

At the time the war started we had 6,000 public health nurses in the country, directed by some 25 agencies interested in this work. By agencies I mean departments of health and of education, industrial and commercial companies, hospital social service organizations and visiting nurse associations and other agencies devoted to special health interests." The call for war service both abroad and at home, withdrew great numbers of these specially trained nurses and the effort of the immediate future is to attract them back to their field as soon as they return and to recruit thousands of new candidates for this field from among the private duty nurses who have been in the Government service. The influenza epidemic came as a tragic climax in a process of educating the public as to the value of the nurse. "As a result of this nation-wide tragedy," which according to Miss Crandall, "resulted in more deaths than the total due to war, the people learned to appreciate and understand this type of service and its potential value as never before. Appreciation of public health nursing as part of the health program of the community was greatly strengthened. Its practical value has been demonstrated before the eyes of the nation."

The Outlook From the Executive Office

In view of all these developments toward a resumption of peace-time activities the Execu-

tive Committee of the American Society for the Control of Cancer, at its meeting on March 1, 1919, considered plans for the further resumption of the program of the Society as developed before the war. Since September, 1918, Mr. Curtis E. Lakeman has been giving one day a week to the supervision of the work of the Executive Office, this arrangement having been approved by the Executive Committee as a temporary expedient until the end of the war when a return to normal conditions could be hoped for. Under the revised arrangement, effective March 1, 1919, Mr. Lakeman will give much more time to the Society as Acting Executive Secretary, although at the special request of Dr. Farrand, he will be obliged to continue for the present his connection with the American Red Cross Department of Civilian Relief, spending one or two days a week in Washington. Dr. Farrand has temporarily returned to France, but upon coming to Washington later in the spring, it is anticipated that he will actively take up the definite formulation of the future program of public health and other work of the Red Cross. Mrs. Robert G. Mead, the Chairman of the Finance Committee of the Society for the Control of Cancer, is expected to return from Paris in May, when the annual meeting will be held. A number of the Directors and leaders in state and local committees of the Society who have been in military service are now taking their old places in civil life. By the first of July, a still more definite plan for the activities of the Society in relation to the new national program of health activities can undoubtedly be formulated so that by next autumn it may be hoped that the organization will find itself embarked upon a more useful and extensive field of work than ever before. To this end the continued interest and support of all members, new and old, is more than ever necessary.

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. I

APRIL, 1919

No. 12

SUGGESTIONS TO STATE AND LOCAL COMMITTEES

With the return from military service of a number of the most active Directors and members of the American Society for the Control of Cancer, the resumption of local campaigns of public education regarding the early recognition and treatment of this disease, may be expected in many states and cities. The aggressive activity of the Cancer Commission of the Georgia Medical Association, which begins its work with a large public meeting in Atlanta on April 15th will doubtless prove stimulating to other State Committees. Pending the publication of a new manual now in preparation this issue of CAMPAIGN NOTES is devoted to a summary of possible lines of effort for the development of educational work by state and local committees. While these suggestions are offered primarily to the state chairmen of the Society, it is believed they will also be useful to cancer committees of state and county medical societies, women's clubs, nurses organizations, and others undertaking responsibility for this work in the state or in the local field.

State Chairmen and Their Functions

The National Council of the Society for the Control of Cancer has adopted a policy in the organization of state and local units which is designed to secure the maximum of effective practical work while avoiding elaborate machinery and needless duplication of effort. This plan calls for leadership in each state by a Director of recognized professional standing who shall also bring his experience and judgment to the organization as a whole by serving as a member of the National Council.

The State Chairman is asked to promote educational campaigns within his territory by all proper means and agencies at his command and in the light of local conditions with which he is presumed to be familiar. He has full power to organize state and local committees to assist in the work, and is expected to produce results by methods which he is at liberty to select or modify so long as they conform in spirit to the principles and policies approved by the National Council.

General Suggestions

The axioms on which the work of the Society is based are to be found in the established conclusions (a) that cancer is at first a local dis-

ease, (b) that with early recognition and prompt treatment the patient's life can often be saved, and (c) that through ignorance of the facts and delay in seeking treatment thousands of lives are needlessly sacrificed so that (d) the general mortality from malignant disease is very high and apparently increasing.

In general, therefore, local committees should take advantage of all proper and available means to bring home to the public the truth of the text that "in the early recognition and treatment of cancer lies the hope of cure." The essential facts about cancer and its prevention and cure should be set before the public truthfully, but carefully and without causing unnecessary alarm. The danger of starting "carcinophobia" and causing much needless apprehension and morbid fear is frequently urged as a criticism of this movement. The possibility must be recognized and the danger minimized or avoided so far as possible, but without paralyzing efforts to present the exact facts. In the last analysis it is better that some should be needlessly worried than that lives should be sacrificed to ignorance.

It is important to plan for the special instruction of selected professional or semi-profession-

al groups, such as nurses, midwives, social workers, etc. More concrete and detailed instruction can properly be imparted to such workers than directly to the public, and through the channels of advice to the individual thus opened an educational force of great scope and magnitude can be brought to bear upon elements of the population which it is often difficult to reach in any other way.

Public Health Officials

The first aim of the State Chairman is to utilize existing agencies and the first agency to which he naturally turns in the matter of public education is the State Health Department. This was true before the war, and is increasingly so at the present time, with the constant tendency to strengthen the hands of public health officials generally, under the leadership of the United States Public Health Service, the Surgeon Generals of the Army and Navy, the Council of National Defense and other Federal Departments. To educate the people in the prevention of diseases has long been a function of the State Boards of Health and now this responsibility is not only more widely recognized but is being extended beyond the narrow limits of the infectious diseases.

The State Department of Health should be urged (1) to publish circulars regarding cancer, (2) to include the subject in its lecture program, (3) to cooperate in arranging public meetings, (4) to cause the publication of newspaper articles and notes on the disease, (5) to provide free pathological examination of specimens in its diagnostic laboratory service.

Typical of what may be done in all these respects is the formation under the leadership of the State Health Commissioner of Massachusetts a Massachusetts Health Committee to deal with public education in regard to tuberculosis, cancer, social hygiene and child welfare. The work of this Committee was described in the October, 1918, issue of Campaign Notes. Further details may be obtained by addressing Dr. Edward Reynolds, 321 Dartmouth St., Boston.

The National Society is urging state boards of health to publish their own cancer circulars for state-wide distribution and to include the subject in lecture programs, etc. State Chairmen should supplement the suggestions of the central office by personal letters or interviews with state health officials with whom they are

in touch. Where such circulars have already been published, local committees should cooperate with the state health department in procuring their wider distribution. Where nothing has been done the attention of the state health officials may be tactfully directed to what has been accomplished in other states. Such suggestions may be more effective when they come from local citizens than when they originate in the distant national office. Samples of bulletins published by many state boards of health are available on request to the central office.

Most that has been said of state health departments applies equally to local boards of health, especially when, as in case of the larger cities, they are organized to conduct educational and publicity work in an effective manner. Many municipal health departments, especially in the larger cities, will therefore be found willing to publish cancer circulars and to give statements to the local newspapers. Such statements come with a peculiar appropriateness and authority from well-organized boards of health and local committees should encourage health officers in their vicinity to take part in this campaign and should provide them with the necessary data, which the central office is always ready to supply. It should not be forgotten that it is the duty of the progressive modern health officer to seek what the private practitioner must avoid; namely, the use of all proper avenues of publicity in order that the essential facts about health and disease may be brought home to the people.

State and County Medical Societies

Naturally, the Society relies first upon the regular medical organizations in the dissemination of modern knowledge of cancer among practicing physicians. But the state and county medical societies in many cases are also doing excellent work in the field of public education. The State Chairman should make it a primary object to urge the State Medical Association to form a special committee for the study and control of cancer. This committee in turn should develop the campaign through the county or district societies. The Committee on Health and Public Instruction of the State Society should also be enlisted, where such a committee is already active. County societies should be urged to devote at least one meeting a year to the subject of cancer.

State chairmen may offer to the officials of state and county medical societies the fullest cooperation of the American Society for the Control of Cancer in providing speakers and literature for professional meetings. As with State Boards of Health the national office from time to time sends suggestions to all State Medical Associations, but state and local Chairmen should follow up these suggestions from the vantage point of closer personal and professional acquaintance in order to promote the publication of good articles in medical journals, the appointment of the necessary committees, the distribution of pamphlets, participation in public meetings, etc.

It is one of the main features of the "reconstruction program" of the A. S. C. C. to push the distribution of its new Handbook on Cancer, prepared by a highly qualified editorial committee for distribution among practitioners generally. State and County Medical Societies will be expected to take the chief responsibility for placing this summary of the modern views of cancer in the hands of every physician.

Nurses

Nurses and social service workers are frequently asked for advice by people suffering from cancer in its early stages. It is therefore especially important that such workers should understand the significance of the early symptoms so that they may urge immediate consultation. The nurse should never make a diagnosis but should always be able to recognize the danger signals and bring about the necessary consultation and treatment. State and local committees should therefore establish contact with nurses' associations and schools in their vicinity in order to arouse active local interest and supply the necessary facts. Nurses' training schools, for instance, should be urged to arrange one or more lectures each year on the early symptoms of cancer. The head of the surgical department of the hospital is of course the appropriate person to give or to arrange for such lectures.

Opportunities should be taken to provide speakers on cancer at the meetings of state nurses' associations and before local nurses' organizations and clubs. In all this work emphasis should be thrown on the nurse's duty to

learn the *early symptoms* rather than the manifestations of the disease in its advanced stages, and to advise people accordingly.

Social Workers

With a similar purpose, the national office has circularized welfare associations and agencies dealing with families in all the principal cities asking them to arrange for the special instruction of their home visitors and nurses. Local committees may properly follow up these letters and offer their cooperation to the Associated Charities and other similar local agencies, which may also be found ready to assist in arranging public meetings.

Women's Clubs

Invaluable aid has been rendered in this particular health campaign by women's clubs. Every local committee should secure the active interest of these clubs and ask them to arrange meetings at which the subject may be presented by a qualified speaker who can talk forcefully but with due discretion on the subject of a disease so important to women. The State Federation of Women's Clubs, through its Health Committee, should be asked to arrange for proper consideration of the subject at the annual meeting, in order that action may be suggested and recommended to the various local clubs. The General Federation of Women's Clubs is cooperating through its Committee on Adult Hygiene, of which Dr. Ellen B. Smith, Salem, N. J., is Chairman.

Public Meetings and Lectures

Large public meetings are useful in arousing general interest and starting the work in a given locality. Meetings of this character in Pittsburgh, Boston, New York, St. Louis, Minneapolis, Milwaukee, New Orleans, Denver, Atlanta and many other cities, were advertised well in advance by notices in the newspapers and by printed announcements and invitations. In many cases several eminent speakers of national reputation were secured and audiences of 500 to 1500 people have heard authoritative addresses on the cancer problem in all its aspects. Such meetings make an admirable beginning. It may be difficult to repeat them effectively in the same city within a year or more

and the "follow up" campaign may well take the direction of continual work with smaller groups on various convenient occasions, while seeking also to participate in all general health education movements which may be started in the community.

As distinguished from the larger mass meetings this method contemplates more frequent talks by single speakers to particular local groups such as women's clubs, church societies, industrial, commercial, fraternal and similar organizations. A wide range of such opportunities can be developed by an active local committee. In the experience of the campaign for the prevention of tuberculosis such lectures have been found one of the most effective means of reaching the people, especially the many who respond more readily to the spoken than to the written word.

Newspaper Articles

State and local committees can help in the publicity work of the National Society and can organize newspaper campaigns of their own. The National Office sends out material for the press, both directly and through the press service of the American Medical Association. Whenever this is done copies are sent to State and local Chairmen for their information. Local committees should seek the cooperation of editors of newspapers and other publications in their territory, asking them to publish the material issued by the National Society and to accept special articles prepared under local auspices.

Sample copies of the Society's press bulletins are sent to all local executives and these articles will be supplied in wholesale quantities to any state or local organization which will undertake to distribute them to local newspapers. This insures an extended distribution of such press bulletins for which the burden of postage expense upon the central office would otherwise be too great.

Organizations already maintaining a press

service can cooperate by the inclusion of articles on cancer based on the publications of the National Society.

County medical societies and cancer commissions have in a number of states secured the publication in country newspapers of extended articles on the cancer problem, which have appeared in the name of the organization without using the name of any individual member. Such articles undoubtedly do much good although they occasionally miss the mark by the excessive use of technical language, forgetting that papers intended for the general public must be written in a very different style if they are to be read.

Distribution of Literature

So far as possible the National Society will supply its circulars in the necessary quantity for local distribution. It should be remembered, however, that wherever the expense of printing such circulars can be borne by the Board of Health or other local agency, the funds of the National Society are released for other extension work. Whenever feasible, it is recommended that circulars be distributed in connection with public meetings and lectures. Inexpensively printed announcements of such meetings may well embody some of the essential facts about cancer, but care must be taken here, as always, to emphasize the hopeful and positive message which the Society seeks to disseminate. It is idle to expect the public to attend lectures where they will only be frightened.

Executive Office

At all times the services of the headquarters office of the American Society for the Control of Cancer, Room 1503, 25 West 45th Street, New York, are at the disposal of State Chairmen and all other recognized local workers and committees. Assistance will gladly be given in finding speakers, furnishing lantern slides, circulars and pamphlets and establishing contact between various state and local groups so that all effort in this campaign may be effectively coordinated.

CAMPAIGN NOTES

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Vol. I

MAY, 1919

No. 13

GEORGIA LEADS THE WAY

State Medical Association Opens Attack on Cancer

Marking the re-opening of the nation-wide campaign against cancer come reports of notable activity in Georgia. As announced in the issue of "Campaign Notes" for May, 1918, the Medical Association of Georgia at its annual meeting last year authorized the appointment of a committee of one member from each congressional district, to be known as the "Commission of the Medical Association of Georgia for the Study and Control of Cancer." This Commission was authorized to "use any and every legitimate means to educate the public and call the attention of the profession to the increasing danger of cancer." Under the chairmanship of Dr. J. L. Campbell, of Atlanta, the Commission also includes Dr. George R. White, of Savannah, state representative of the American Society for the Control of Cancer; Dr. J. W. Palmer, of Ailey; Dr. T. C. Thompson, of Vidalia; Dr. A. D. Little, of Valdosta; Dr. W. B. Hardman, of Commerce; Dr. H. M. Fullilove, of Athens; Dr. R. M. Harbin, of Rome; Dr. W. W. Batty, of Augusta; Dr. C. H. Richardson, of Macon; Dr. W. F. McCurdy, of Richland; Dr. T. J. McArthur, of Cordele; and Dr. W. E. Saunders, of Arlington.

The annual meeting of the Georgia Medical Association in April of this year being the first since the appointment of the Cancer Commission, Dr. Campbell and his associates took occasion to prove that the State Society had designated anything but a perfunctory committee, and made it clear by their energetic work that the physicians of Georgia take seriously their responsibility for promoting a better knowledge of cancer, both without and within the medical profession.

Meetings in Atlanta

With the indispensable cooperation of the Georgia Federation of Women's Clubs a public meeting for the discussion of cancer was well advertised, and held in the Wesley Memorial Church in Atlanta, on April 15th. The speakers were Dr. Francis Carter Wood, Director of the George Crocker Cancer Research Laboratory at Columbia University, and Mr. Frederick L. Hoffman, a leading American authority on the statistics of this disease. Both these men are Directors of the American Society for the Control of Cancer. In spite of the distraction of a thunder-storm and the competition of Billy Sunday at a nearby auditorium, there were nearly a thousand people present, including representative doctors, nurses and club women, both of the city and the state. The President of the Medical Association of Georgia presided and the speakers were introduced by prominent citizens of Atlanta. Dr. Wood's address was illustrated with lantern slides, which were well received.

As usual in the case of public meetings of this character, the newspapers gave much attention to the subject both in accounts of the addresses and in editorials based upon the notices which the Committee had sent out. Articles of this character in a paper like the Atlanta Constitution give such an occasion far more than local effect. Indeed one of the most interesting features of the Georgia Commission's work is the printed announcement of the meeting, which gave on a single page of ordinary letter size a number of the most striking facts about this disease. This circular served at once to adver-

tise the particular meeting and to indicate that the Georgia Committee was thereby inaugurating a continuing campaign for the education of the people of the state regarding the early recognition and treatment of this disease.

Extension of the Campaign

The occasion was seized to take advantage of the presence of Dr. Wood and Dr. Hoffman to arrange several smaller meetings. Both speakers addressed a meeting of the Atlanta Woman's Club on the preceding afternoon, while Dr. Wood on the following day addressed a group of young negro women and teachers at the Spellman Institution. Dr. Wood also made an address at the local medical school. Since these meetings many requests for literature have reached the office of the Georgia Cancer Commission and an energetic campaign is planned to continue throughout the state. In advertising the recent meeting the president of every local woman's club throughout Georgia received letters and circulars both from the Georgia Commission and from the national office of the American Society for the Control of Cancer.

The Georgia Commission is now following this up by a letter to these presidents, urging them to have the County Medical Societies in their several sections arrange public meetings for the study of cancer and other public health problems.

The Commission uses an attractively printed letterhead, bearing the names of the members and the seal of the State Medical Association and gives every outward evidence and promise of an established and lasting effort. It is to be hoped that Georgia's example in setting up such a well organized and ably directed standing committee on cancer will be followed by many other State Medical Associations. A notably successful public meeting was held in Savannah two years ago at which Dr. Hoffman also spoke. Other cities in the state will doubtless follow these examples. Through the work of its State Medical Association Georgia now ranks with Pennsylvania, Massachusetts, Ohio, Texas and other states where the organized medical profession has made itself responsible for serious and continuing effort to fight cancer with facts.

MASSACHUSETTS CANCER POSTER

In the October, 1918, issue of Campaign Notes an account was given of the work of the Massachusetts Health Committee which is a federation of leading volunteer health associations in that state under the chairmanship of the State Commissioner of Health, Dr. Eugene R. Kelley. The latest contribution of this committee to the campaign against cancer is the publication of a well-designed poster nine and a half by twelve inches in size, which is being widely distributed, especially among factory managers, district and city health officials and employers of large numbers of men and women in Massachusetts. The American Public Health Association is reproducing this poster in its Journal in order to suggest its use by state health officers, life insurance companies and industrial organizations throughout the country.

The story of the designing of this poster is interesting. Mr. Charles E. Bellatty, Executive Secretary of the Massachusetts Health Committee, gave a series of lectures on advertising at the Massachusetts Institute of Technology in which he included several talks on cancer. He

then had the students submit designs for posters and the form finally adopted was a composite of fifteen of the best samples submitted in this competition. The resulting draft was approved after slight amendment by Dr. Edward Reynolds as the member of the Massachusetts Health Committee representing the campaign against cancer, and by the Chairman, Dr. Kelley.

One advantage of the Massachusetts poster is that it is printed in standard type which will be found in any well equipped printing office and it can therefore be easily duplicated. There is of course no copyright on the poster and any local agency is free to issue it over its own name. Sample copies of the poster will gladly be furnished on application to this office or to the Massachusetts Health Committee, 525 Boylston Street, Boston.

The Massachusetts Health Committee has also started a question and answer department in a number of newspapers in Boston, Springfield, New Bedford and other cities throughout the state.

WHAT TO DO ABOUT CANCER

By Dr. Charles V. Chapin

The following article, by one of the foremost health officers of the United States, appeared in the PROVIDENCE JOURNAL, in which newspaper DR. CHAPIN conducts a column devoted to popular articles and correspondence on medical and health subjects. It is hoped that many other health officers will reprint this or publish similar articles in their bulletins and in newspaper columns to which they have special access.

The death rate from cancer in Providence is nearly three times what it was 60 years ago and the same is true of the few other American cities where good records have been kept so long. A somewhat sharp discussion is being carried on, among statisticians, as to whether this disease is really so much more prevalent as the figures indicate. Personally, while I think that there may now be a somewhat greater liability to cancer, I do not believe that it is nearly as great as the figures suggest. Cancer chiefly attacks persons over 40 years of age and the proportion of persons of this age in Providence to-day is more than half as large again as it was 60 years ago. This fact of a larger population of cancer age would account for over 25 per cent. of the increase. It is probable that the larger part of the apparent increase in this disease is due to better diagnosis. Physicians nowadays recognize a great many cancers of the internal organs which formerly would have been undetected. Mortality from cancer of the breast which is easily recognized, has scarcely increased at all during the past 20 years. However, the important fact is that cancer kills about 250 persons in Providence every year and the important question is what can be done to prevent it.

During the last 20 year a vast amount of study has been given to the causation of cancer but as yet it has not borne much positive fruit. It has been pretty definitely proved that it is not a germ disease and is not contagious from person to person. It is probable, also, that it is not hereditary. There is considerable evidence that the development of cancer may result from irritation. Irritation of the tongue or lips by a broken tooth, or the pressure of a pipe, it is believed may cause cancer. Pressure on parts of the skin, especially on warts and moles is considered dangerous. In Providence cancer is more than twice as common in women as in men because of peculiar liability of the breasts and other female organs to this disease. When doctors talk about "malignant disease" they usually mean cancer. It is now known that certain growths and ulcerations, at first harmless, especially of the female organs, may become "malignant," hence such should never be neglected.

While something can be done to prevent the development of cancer by avoiding irritation and removing predisposing conditions when the surgeons deem it necessary, it is the prompt re-

moval of cancer itself which will probably do most to prevent deaths from this disease.

People should realize two things about cancer. Cancer begins in a small way and is usually not painful at first or otherwise annoying. When the cancer is small it can, if in a place where operation is possible, be removed easily and a cure effected. Every day of neglect means danger and makes operation more of an undertaking and less certain. When a person, especially after the age of 40, notices a lump anywhere in the skin or on the lips or tongue, or particularly in the breast, a competent medical man should be consulted. Do not put it off until next week, hoping that it will get better. Do it to-day. Many such lumps are not cancer and the sooner one can be assured of this the better for his peace of mind. If the doctor pronounces it cancer, or suspects that it may be, prompt removal will usually effect a cure. To remove a growth the size of a pea or chestnut, causes almost no inconvenience. To delay a few weeks "to see if it will not get better" may give it a chance to grow out into the tissues so that its removal becomes a serious matter and a real cure very doubtful. The cure of internal cancer is not so simple a matter, but in women at least, attention to any abnormal hemorrhage after the age of 40, and careful examination by a surgeon, will often permit an early operation and a complete cure.

People are afraid to show a tiny lump to a doctor for fear he will pronounce it cancer, but they are not afraid to hope for the best and let the lump grow until it is too late.

The cure for cancer is the removal of the cancerous growth at the very earliest moment. A surgical procedure is usually the simplest and most successful method and if the growth is only just beginning, causes the least discomfort. The X-rays and radium are employed somewhat, but their use is restricted and they must be employed with judgment.

Fake cancer cures are responsible for many deaths. Drugs taken internally never cured a cancer. The best to be hoped is that they will do the patient no harm. No salve ever "drew a cancer out by the roots," for a cancer has no roots. Salves in unskilled hands may, by their irritation, even encourage cancerous growths. The worst of it is that the delay of a few weeks by this self-medication may render the skill of the surgeon of no avail.

Here and There

Dr. Frederick L. Hoffman is including a lecture on cancer in a schedule of three addresses before the Health Officers Conference, to be held this month in Kentucky. The other two addresses will deal with tuberculosis and influenza.

Dr. Mark T. Goldstine, of Chicago, informs us that he is giving four lectures each year on the early symptoms and diagnosis of cancer to the nursing staff of the Wesley Memorial Hospital. The lectures are given once each week for one and a half hours and anyone interested in the subject is welcome. This year's series began on March 28, 1919.

Dr. William S. Stone has commenced a similar series of lectures to the nursing staff of the Memorial Hospital of New York. The first lecture was given on Thursday evening, May 8th, the speaker outlining the history of the treatment of cancer and discussing the nature of the disease in such a way as to answer questions frequently asked by the nurses of the hospital.

Through the Cancer Committee of the New Hampshire State Medical Association, Dr. Fred E. Clow, Chairman, an invitation to address the annual meeting of the Society has been extended to Dr. Robert B. Greenough, Director of the Harvard Cancer Commission.

Many responses are being received to a circular letter recently sent to the state representatives of the National Organization for Public Health Nursing, in which the suggestion was renewed that the literature of the Society be distributed to public health nurses through the local organizations in the several states.

In the Journal of the Michigan State Medical Society for April, 1919, Dr. J. H. Carstens, of Detroit, one of the pioneers in the education of the public regarding this disease, has an article entitled "What Everybody Should Know About Cancer," the substances of which he summarizes as follows:

"1. Educate the people by lectures and by talks on every occasion about the danger of cancer.

"2. Teach the people what the suspicious symptoms are.

"3. That it is the most solemn duty of every physician to make the most systematic investigation in every case, showing suspicious symptoms."

Evidence accumulates that the work of the American Society for the Control of Cancer has become known and has its influence in other countries. Of interest in this connection is a request recently received from W. A. Stallings, Secretary of the Y. M. C. A. at Coimbra, Portugal. Mr. Stallings asks for the reports of the Society which he desires to use in educational work in that city.

Returning Leaders

Among members of the Society returning from service, we are glad to hear from Dr. John W. Long, of Greensboro, N. C., who has been a Major in the Medical Corps since June 1917. Dr. Long is one of several of our Directors who write that they are glad to know that the work of the Society is being resumed and are prepared to do their part as usual.

Lieut. Col. Howard Lilienthal, of New York, has returned to his civilian duties as attending surgeon at Mt. Sinai Hospital. Dr. Lilienthal was Medical Director of Base Hospital No. 3, which went overseas in 1917 and returned for demobilization in October 1918. While Dr. Lilienthal was in France his son, who had left his studies at Harvard to enlist, was killed in action. Dr. Edward Reynolds, Chairman of the Board of Directors, also lost one of his three sons, Lieut. John Reynolds being killed in action in October 1918.

Dr. Reuben Peterson, State Representative of the Society for Michigan, writes that he has been discharged from the Army, and having been able because of his military service to readjust much executive work which occupied a great deal of his time before the war, is now in a better position than ever to undertake leadership in the campaign against cancer in his state.

In the same spirit Dr. Miles F. Porter, State Director for Indiana, writes that now the war work is practically over, he is ready and anxious to do his best for the advancement of the aims of the Society. At his suggestion an effort will be made to bring together all State Representatives who attend the forthcoming medical meetings at Atlantic City.

Another Director returning from service with the Medical Corps is Major F. T. Van Beuren, of New York, who has just been discharged and is resuming his work at Roosevelt Hospital.

Notes regarding the return of members of the Society from war service will be appreciated for publication in this Bulletin. It is of value to all interested in the campaign for the control of cancer to know of the return of the leaders in this work so that inquiries and references may be made in the resumption of activities in various states and cities.

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. I

JUNE, 1919

No. 14

"THE UNDYING FIRE"

In Mr. H. G. Wells' latest novel a modern Job scans with seeing eyes the war torn world of the twentieth century, yet keeps his faith, though racked in soul and body by a frightful succession of calamities culminating in a diagnosis of cancer. As he awaits an operation (which later, as often in real experience, happily proves the diagnosis to have been mistaken) he gives expression to an inspired vision of a world free from preventable disease. Already, he reminds his companions, science has taught us how to annihilate many a scourge, yet not until the world builds a more effective social organization upon a basis of better education can the progress of scientific research adequately accomplish the "relief of man's estate."

Those who strive to utilize present knowledge in the struggle against cancer, tuberculosis and other great causes of human suffering and death will find matter for thought and fresh inspiration for the daily task in the words of Mr. Wells' hero, a schoolmaster endowed with extraordinary power and insight:

"The most perplexing thing about men at the present time is their lack of understanding of the vast possibilities for power and happiness that science is offering them. * * * They solve the problems of material science in vain until they have solved their social and political problems. When those are solved, the mechanical and technical difficulties are trivial. It is no occult secret; it is a plain and demonstrable thing today that the world could give ample food and ample leisure to every human being, if only by a world-wide teaching the spirit of unity could be made to prevail over the impulse to dissensions. And not only that, but it would then be possible to raise the common health and increase the common fund of happi-

ness immeasurably. Look plainly at the world as it is. Most human beings when they are not dying untimely, are suffering more or less from avoidable disorders, they are ill or they are convalescent, or they are suffering from or crippled by some preventable taint in the blood, or they are stunted or weakened by a needlessly bad food supply, or spiritless and feeble through bad housing, bad clothing, dull occupations, or insecurity and anxiety. Few enjoy for very long stretches at a time that elementary happiness which is the natural accompaniment of sound health. * * * But all such things, great or petty, given a sufficient world unanimity, could be absolutely banished from human life. Given a sufficient unanimity and intelligent direction, men could hunt down all these infectious diseases, one by one, to the regions in which they are endemic, and from which they start out again and again to distress the world, and could stamp them out forever. It is not want of knowledge prevents this now but want of a properly designed education, which would give people throughout the world the understanding, the confidence, and the will needed for so collective an enterprise. * * *

"Here am I, after great suffering, waiting here for an uncertain operation that may kill me. It need not have been so. Here are we all, sitting hot and uncomfortable in this ill-ventilated, ill-furnished room, looking out upon a vile waste. It need not have been so. Such is the quality of our days. I sit here wrung by pain, in the ante-chamber of death, because mankind has suffered me to suffer. * * * All this could have been avoided. * * * Not for ever will such things endure, not for ever will the Mockers of Mankind prevail."

LANTERN SLIDES ON CANCER

The Executive Office of the American Society for the Control of Cancer (Room 1503, 25 West 45th Street, New York City) has a collection of nearly one hundred lantern slides suitable for use in connection with lectures on cancer before professional and general audiences. These slides, or selected assortments therefrom, will be loaned without charge to any state or local representative of the Society, or of a state or county medical society or other organization of similar standing, or to any properly qualified individual lecturer. Likewise, approved local committees or individuals will be furnished with duplicate sets of these slides at cost, which is approximately \$.25 a slide. Orders should be sent to the Society at the above address and the slides will be shipped and billed directly from the firm in New York which holds the negatives.

Many of these slides can be used to advantage in connection with the lecture outline (No. 1) already published by the Society. While the collection of slides has been made without exact reference to the points in the outline, the speaker using this stock lecture can readily choose the slides which in his judgment will most effectively illustrate the text. Later, the Society plans to issue a supplementary lecture outline, developed especially to accompany a small number of carefully selected slides.

The Society is indebted to the New York Institute for the Study of Malignant Disease, Dr. Harvey Gaylord, Director, Buffalo, N. Y.; to the George Crocker Cancer Research Laboratory, Columbia University, Dr. F. C. Wood, Director; to Dr. F. J. Taussig, of the Barnard Free Skin and Cancer Hospital, St. Louis; and to the National Cash Register Company, Dayton, Ohio, for the gift of many of these slides. Particular attention is directed to the slides numbered 58 to 91 inclusive. These 34 illustrations of the text of a lecture on cancer were provided from the large number of slides on health subjects used in the extensive educational work of the welfare department of the National Cash Register Company. They are all colored slides, many of them being simply reading matter in large, legible type to be thrown on the screen and used as texts or points which the lecturer may develop and illustrate in his own words. Duplicate sets of these 34 slides can be furnished at a cost of approximately \$10.

In the following list the record numbers are those of the original collection in this office and should invariably be used in ordering duplicates or in making a request for a loan set. Slides marked with a star are perhaps more suitable for use before professional groups than with general public audiences.

A. S. C. C. NO.	DESCRIPTION	A. S. C. C. NO.	DESCRIPTION
1.	Graphic chart—increase in cancer death rate in various countries and cities during last 50 years.	6.	Graphic chart—relation by sex and year of cancer deaths 1904-1914, steady rise in total death rate and distribution of percentage of cancer deaths in male and female population.
2.	Graphic chart—international statistics of cancer mortality 1908-1912 in 24 cities arranged in order of frequency.	7.	Graphic chart—deaths per 100,000 population by age periods 1900-1910.
3.	Graphic chart—(from mortality report U. S. Census Bureau) deaths per 100,000 population from cancer and other causes 1900-1913 showing that diseases of which we know most are on decline and therefore supporting demand for increased knowledge regarding cancer.	8.	Graphic chart—increase in cancer deaths New York State 1885-1910 and relative decrease in deaths from diphtheria, malaria, (diseases of which we know cause and cure) and old age.
4.	Graphic chart—cancer mortality by organs and parts 1908-1912 showing frequency of different kinds of cancer in different countries.	9.	Cancer of the lip—early stage.
5.	Graphic chart—cancer mortality in registration area of U. S. indicating steady rise in total amount of cancer 1900-1914, comparative frequency of different kinds of cancer in males and females and in white and colored races. Also distribution of cancer according to age and sex 1903-1912.	*10.	Cancer of the lip—more advanced stage, front and side view.
		*11.	Cancer of the lip—advanced stage.
		12.	Skin cancer—early stage, showing small sore on bridge of nose.
		*13.	Skin cancer—advanced and incurable case, entire nose affected.
		*14.	Tongue removed at operation for cancer involving entire substance. Caused by irritation of an old tooth—neglect of which necessitated loss of entire tongue.

A. S. C. C. NO.	DESCRIPTION	A. S. C. C. NO.	DESCRIPTION
*15.	Breast—portion showing rare case of disease in this organ.	40.	Plant with growth analogous to cancer—club-root.
*16.	Breast cancer—advanced and incurable.	41.	Preparation and division of tissue received at the N. Y. State Institute for microscopic examination by experts.
*17.	Sarcoma of leg—advanced and incurable, showing secondary growth in glands in the groin.	42.	Expert at the N. Y. State Institute examining tissue for suspected cancer.
*18.	Sarcoma in back of child—not diagnosed in time and now incurable.	*43.	Microphotographs of suspected cancer tissue.
19.	N. Y. State Institute for the Study of Malignant Disease, Buffalo, N. Y.—Exterior view of Gratwick Laboratory.	*44.	Skin cancer as seen under microscope.
20.	N. Y. State Institute—Interior of pathological laboratory.	*45.	Breast cancer as seen under microscope.
21.	N. Y. State Institute—Interior of chemical laboratory.	*46.	Presence of sarcoma as seen under microscope.
22.	N. Y. State Institute—Microphotographic room.	47.	(Discontinued.)
23.	N. Y. State Institute—X-ray research room.	48.	(Discontinued.)
24.	N. Y. State Institute—Exterior of research hospital.	49.	Cancer cure fakes—facsimile advertisement of "Dr. Wells."
25.	N. Y. State Institute—Exterior view of power plant and animal house.	50.	Cancer cure fakes—facsimile letterhead used by Dr. S. R. Chamlee advertising "guaranteed cure" of cancer and tumors without operation.
26.	N. Y. State Institute—Interior of operating room of research hospital.	51.	Rockefeller Institute for Medical Research—exterior view.
27.	N. Y. State Institute—Interior showing ward in research hospital.	52.	Barnard Free Skin and Cancer Hospital, St. Louis, Mo.—interior of animal operating room.
28.	N. Y. State Institute—Interior of animal house, showing mice bred for experimental propagation of cancer.	53.	Kashmir natives with kangri baskets—one figure wearing basket under his robe.
*29.	White mouse with breast cancer.	54.	Kangri basket.
*30.	White mouse in which cancer of the breast has been propagated by grafting.	55.	Heidelberg Cancer Hospital—exterior view.
*31.	Diagram—development of tumors inoculated into mice and their subsequent breaking up and disappearance when the mice recover.	56.	Growth of cancer cells in test-tube.
*32.	Small growing cancer in an inoculated mouse.	57.	Barnard Free Skin and Cancer Hospital, St. Louis, Mo.—exterior view.
*33.	Disappearing cells of cancer in an inoculated mouse which is recovering.	58.	Cancer is curable.
*34.	Rat with spontaneous sarcoma developing beneath the skin.	59.	Cancer usually develops from long continued local irritation.
*35.	Skin laid back from tumor developing in rat.	60.	If the cause of the irritation be removed in time, the cancer does not start.
36.	Cancer in fish—small warty growth on the gill covers of a trout with secondary growth of large size developed beneath the skin on the back.	61.	A cancer cell is like a normal cell "run amuck."
37.	Cancer in fish—growth affecting the thyroid gland producing type of tumor similar to goiter in human beings.	62.	PICTURE—Healthy tissue from human body, under the microscope.
38.	Fish with tumor showing secondary growth developed.	63.	Cancer spreads under the surface.
39.	Chicken with sarcoma.	64.	PICTURE—Cancer tissue from human body, under the microscope.
		65.	No one knows the cause of cancer.
		66.	Every one knows the fatal end of neglected cancer.
		67.	We call cancer a fatal disease only because it is usually neglected until too late.
		68.	No cancer is hopeless when discovered early.

69. 60-90 per cent. of these early cases are cured by thorough removal of the growth.
70. Modern surgery is more merciful than nature herself in these conditions; Nature alone is helpless.
71. Cancer of the mouth is often called an obstinate "cold sore."
72. PICTURE—Early cancer of the mouth.
73. Continued stomach trouble, often called "dyspepsia," first noticed after 40 or 45 years of age, should be promptly investigated.
74. It may not be cancer—but if you value your life, you must find out.
75. How to Find Out—The modern doctor finds out definitely and quickly.
76. PICTURE—Examining stomach contents in the laboratory.
77. Cancer of the womb is often called "just the change of life" until too late.
78. PICTURE—Microscope and Observer—A simple test tells the difference. One test is worth a thousand guesses.
79. Plasters, pastes and ointments are a painful and criminal waste of time.
80. PICTURE—Patent medicines only make the matter worse.
81. In a few more years thorough physical examinations every year will be taken as a matter of course.
82. This alone will add several happy years to the average life.
83. Some women say—"I would rather die than go to the doctor."
84. —and the pity of it is they do die, and their deaths are wholly unnecessary.
85. Your duty—To learn to say "This is suspicious; I need expert advice."
86. The doctor's duty—(1) To make a thorough, skillful examination at once, (2) to seek advice from others, (3) never to temporize.
87. If your doctor advises delay, see another doctor.
88. If your doctor isn't sure, see another doctor.
89. Do not have an operation until at least two well known skillful doctors have advised it.
90. If sure that it is cancer, face it bravely—and do not wait another day; if early your chances are good; a month may mean a life.
91. What knowledge has done for consumption, knowledge is doing for cancer and other diseases.
92. Cancer research laboratory of George Crocker Special Research Fund, Columbia University, New York City.

EFFECT OF THE WAR ON THE CANCER DEATH RATE

Commenting on recently published English statistics, Dr. Francis Carter Wood, Director of the George Crocker Special Research Fund of Columbia University, takes occasion again to emphasize how easy it is to be misled in regard to the relative prevalence of cancer in any particular locality unless the age distribution of the population is taken into account. In England and Wales the cancer death rate has shown a decided increase during the war, but this is doubtless due to the fact that that portion of the male population below the age of 45 has been so largely removed to France and Belgium, so that for the time being the older age groups, in which cancer is naturally much more frequent, have unusual predominance in the population left at home. According to the report of the Registrar General of Great Britain cancer mortality during the war greatly increased among males, while among females little or no change was observed. For the three years preceding the war the cancer death rate among men was 91 per 100,000 of population. In 1916

it had risen to 96 per 100,000, while in 1917 it reached 98 per 100,000. Among women the rate for the same period before the war was 99 per 100,000 and in 1916 it had risen only to 101, while in 1917 it dropped back to 100 per 100,000.

As has been frequently pointed out, variations in the cancer death rate due to the dislocation of classes of the population have long been observed in the United States. Vermont has the highest cancer death rate in this country, the figures reaching 109.9 in 1914, while the rate in Utah was only 45.6. According to Dr. Wood, there is not the slightest reason to suppose that cancer is more frequent among people of the same age in Vermont than in a Western state such as Montana where the 1914 cancer death rate was 51.5. The explanation lies in the fact that in the Western states the population is mostly of the pioneer type, whereas in Vermont the present inhabitants are predominantly within the older age groups, the young people having largely emigrated to the industrial centers of other states.

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Vol. I

JULY, 1919

No. 15

THE NURSE AND THE CAMPAIGN AGAINST CANCER

As soon as the American Society for the Control of Cancer was organized and entered upon its program of promoting the education of the public regarding the early recognition and treatment of malignant disease, it was realized that the nurse and particularly the public health nurse would prove an invaluable ally in this campaign. Accordingly the Society has from the beginning endeavored to secure the active cooperation of all nursing organizations, national, state and local, of the leading training schools, and of individual nurses throughout the country. Early in the history of the movement the three great national organizations of nursing adopted resolutions which are printed below and many state and local associations have likewise manifested constant interest and a ready willingness to help in every way possible.

Instruction of Nurses Regarding Cancer

The appeal of the Society to the nursing profession has been directed both to the provision of special instruction for pupil nurses and to the actual participation of graduate nurses in the dissemination of the elementary knowledge of cancer among lay people generally and particularly among women. Nurses who become familiar with cancer in their hospital experience are more likely to see the established and perhaps incurable cases of the disease. Only to a relatively slight extent has any special attempt been made in the past to teach nurses the first danger signals of the various forms of this dis-

ease and to emphasize those abnormal conditions of chronic irritation, lumps, unhealed sores and lacerations which too often provide the seat for the beginning of cancer unless they are properly treated and removed. Therefore it has been a constant plea of the Society to schools of nursing that special lectures be arranged for and given by some member of the surgical staff of the hospital or other appropriate speaker to the end that every pupil nurse shall graduate with some conception of the early rather than the late symptoms of the disease and be thereby prepared to give intelligent and timely warning to lay people when any of these danger signals are brought to her attention.

A Special Appeal to Nurses

Nurses and social service workers occupy a position of high strategic importance in the warfare against this, as against so many other diseases. Their daily concern is with matters of health, and many people, especially women, naturally seek their sympathy and advice about suspicious conditions even before they are willing to go to a doctor. Nowhere has the power of the nurse in this respect been more clearly stated than by the English surgeon, Dr. Charles P. Childe, whose book for laymen entitled "The Control of a Scourge," is one of the most forceful arguments for the education of the public regarding cancer that has even been published. It would be well if every nurse could read this inspiring book which is published in

the United States by E. P. Dutton & Company, New York. An extract from Chapter XII, in which Dr. Childe appeals for the special cooperation and instruction of nurses is printed below.

Moreover, the public health nurse, especially since the war, is coming into a new and powerful position as a leader in the organization of the community for the protection of health and the prevention of needless suffering and death. In this country an unexampled opportunity for such community organization is presented in the comprehensive health program of the American Red Cross, in which nurses are taking a leading part. It is an immediate aim of the Society for the Control of cancer to urge that education regarding this disease should have its due place in all of these local movements.

WHY NURSES SHOULD KNOW ABOUT CANCER

In his book entitled "The Control of a Scourge," Dr. Charles P. Childe, a surgeon of Portsmouth, England, urges the need of a campaign of public education for the prevention of cancer and appeals particularly for the special instruction of medical students, nurses, midwives, and social workers, as well as for special articles in newspapers. Dr. Childe frankly remarks that he has more than once seen nurses themselves apply for the first time to the surgeon with cancer in an advanced stage, from which he fears they may be just as ignorant in this matter as other people. Accordingly he urges in the following words that arrangements be made for the special instruction of nurses:

"We should begin our training by the instruction of medical and surgical nurses. All nurses are required, previous to obtaining their qualification to practise, to attend courses of lectures, and to pass examinations on various subjects in connection with their profession. Cancer is not one of them. It should be. Instruction in the early signs of cancer, in the doctrine of its curability, in the duty to urge patients without delay to seek skilled advice, should form part of the curriculum of every nurse. People, and especially women, will often mention an early sign to a nurse, while they

In devoting this issue of Campaign Notes entirely to a renewed appeal to the nurses of this country, we would again urge them each and all to acquaint themselves with the very few facts which they need to know well in order effectively to discharge their peculiar obligation to aid in the earlier diagnosis, and treatment, and even prevention of cancer. An increasing number of pamphlets published by the United States Public Health Service, by state and local health departments, by the American Medical Association, and by the American Society for the Control of Cancer, are available for the information of nurses themselves and for their constant assistance in imparting knowledge to the public. A selected list is printed below and we urge that every nurse obtain and utilize some or all of these publications.

would hesitate from various motives to consult a medical man. A woman will frequently mention to a nurse a lump in her breast, an irregular bleeding. The nurse should know at once the importance of it, what it probably or possibly means. She should be in a position to urge her without a moment's delay to consult a medical man; to see that she goes; to tell her the disease is probably or possibly cancer, however well she feels, and though she is suffering no pain; to tell her that, if she does not delay, it is curable. As too frequently happens now the patient is told "Perhaps the lump will disperse," or "It is probably only the change of life." Time is wasted; the opportunity goes; the life is lost. It is my contention that all nurses, as part of their education, should be required to know as much at least about cancer as is contained in the pages of this book. It should form part of every nurse's armamentarium before she is turned loose on the public. It is not much; only a few simple facts, the significance of which, however, cannot be overestimated. With the possession of such knowledge, she would be equipped to take her place in the crusade against cancer, to act as a scout in the medical army. She would be on the look out for cancer, and should the opportunity arise, she would be in a position to render invaluable aid, possibly to save a life."

RESOLUTIONS ADOPTED BY NURSES' ORGANIZATIONS PLEDGING COOPERATION WITH THE AMERICAN SOCIETY FOR THE CONTROL OF CANCER

American Nurses' Association:

Whereas, The American Society for the Control of Cancer recommends to this Association that its members be better informed in the essential facts in regard to cancer, particularly of the breast and uterus, and the prime importance of its early recognition,

Be it therefore resolved, that this Association recommend the teaching of this important subject in training schools for nurses.

The National League for Nursing Education:

Whereas, The National League for Nursing Education will be glad to render any assistance possible in the dissemination of the information concerning the treatment and prevention of cancer and to take all means possible in helping the American Society for the Control of Cancer to gather definite statistics regarding

the prevalence of the disease, and as far as possible to see that pupil nurses in training schools be taught certain essential facts regarding its prevalence.

The National Organization for Public Health Nursing:

Whereas, We as a body of nurses fully comprehend and greatly deplore the ravages of cancer among our people, and,

Whereas, We appreciate the action taken by the American Society for the Control of Cancer in seeking to enlist the cooperation of nurses and nursing organizations in the campaign of education which it has undertaken, and,

Whereas, We feel that nurses can be of especial value in the dissemination of knowledge concerning symptoms and prevention of cancer;

Therefore be it resolved, that the National Organization for Public Health Nursing endorse the campaign of education in which the American Society for the Control of Cancer is enlisting and pledge its hearty co-operation thereto.

THE NURSE AND THE RED CROSS PUBLIC HEALTH PROGRAM

The Red Cross Bulletin of June 23, 1919, in an article entitled "Preventable Disease Greatest of Disasters" forecasts the plans of the American Red Cross to organize a public health campaign in every community with the active participation of public health nurses. According to this article, "the most tragic, and the most costly disaster which has ever faced the United States, or the world, is preventable disease. Like the poor, it is always with us; we have regarded it with a Job-like patience alternating with despair. But we have done little to fight it. With the coming of peace, the Red Cross is joining in a constructive effort to combat slowly, steadily and persistently this uncomprehended disaster until public health organization and education have become universal. * * *

"The treating of disease has become a social rather than an individual problem.

"The whole science of medicine has taken on a new character and has rapidly developed new machinery for putting into practice the new idea of public health. Because of this progress, disease is no longer inevitable and uncontrollable. Health has become a purchasable commodity and can be put within the reach of all through organized effort and widespread education. It is possible to build machinery which will eliminate much sickness and make health the common property of all. * * *

"The national government and state boards of health in many states are active in efforts to secure for the country and small towns the ad-

vantages that have so long been monopolized by the cities. No plans which the government or the state boards of health may make, however, can achieve full results, unless they meet with the understanding and popular support of the people themselves. In order to secure this understanding and support it is necessary to have in every village and in the country groups of intelligent, active citizens who will be responsible for building up in their communities popular knowledge of local conditions and of corrective measures, and a widespread understanding of the value of health and desire to protect it. If there could be in every village, town and country throughout the nation such an *organized group of health promoters* the whole problem of rural sanitation and health would soon be solved.

"The Red Cross has in every hamlet and town just the group that might form this nucleus to study health matters, to help local health authorities, to extend local health work and to support and strengthen the health activities of the state and the government. The Red Cross is developing, in its chapters and branches, committees on nursing activities, to act as volunteer health promoters for the very purpose of filling these gaps. In the cities the duties of this committee will be largely to help and strengthen the existing agencies. In the smaller places its duties will be much extended and will often include the organization of the community for health work and in many places the establishment of community or county nursing services."

CANCER LITERATURE FOR NURSES

The following selected publications of the American Society for the Control of Cancer can be obtained by writing to the Executive Secretary of that organization, Room 1503, 25 West 45th Street, New York City:

1. "What We Know About Cancer" (Bulletin No. 14.)—This is a handbook for the medical profession, published jointly by the American Society for the Control of Cancer and the Council on Health and Public Instruction of the American Medical Association. It was written by a special committee consisting of Dr. Robert G. Greenough, Director of the Harvard Cancer Commission, Boston, Mass.; Dr. James Ewing, Professor of Pathology at Cornell University, and Director of Cancer Research of the Memorial Hospital, New York City; and Dr. J. M. Wainwright, of Scranton, Pa., Chairman of the Cancer Committee of the Pennsylvania State Medical Society. It is a 54-page pamphlet which gives a condensed summary of the best modern knowledge and practice in the early diagnosis and treatment of the principal forms of cancer and of the conditions which often precede the development of this disease. The book is intended primarily for the assistance of the practising physician, but nurses also should derive much profit from reading it and having it in their possession. The pamphlet may be obtained by sending 10c to cover postage and printing.

2. "Cancer—A Curable Disease" (Circular No. 10.)—An eight-page booklet containing an article published by the Society in the *Woman's Magazine* for 1919. Free on application.

3. "What You Should Know About Cancer" (Circular No. 8.)—A folder giving briefly the chief facts which the public should know about this disease. Free in any desired quantity.

Lecture Outline No. 1.—Prepared by the Council of the Society for the guidance of properly qualified public speakers and may be used in connection with lantern slides which will be loaned on application to the Society.

The *Public Health Nurse Quarterly* for October, 1916, contained an article by Curtis E. Lakeman, Executive Secretary of the Society, entitled "How the Public Health Nurse Can Help Control Cancer." This has been reprinted and widely distributed among public health nurses.

The *American Journal of Nursing* has published the following articles in cooperation with the Society:

1. The Role of the Nurse in the Campaign Against Cancer—Curtis E. Lakeman, September, 1914.
2. Cancer of the Uterus—Fred J. Taussig, March, 1915.
3. The Nurse's Part in the Recognition of Cancer of the Breast—Howard Lilienthal, April, 1915.
4. How Nurses Can Aid in the Fight Against Cancer—Reuben Peterson, July, 1915.

The *American Medical Association*, through its Council on Health and Public Instruction has issued a series of pamphlets on the prevention of cancer which may be obtained from the office of that association, 535 North Dearborn Street, Chicago, or from the American Society for the Control of Cancer. Pamphlet No. 8 in the A. M. A. series by Dr. Joseph C. Bloodgood, entitled "What Every Woman Should Know About the Breast" is especially recommended to nurses.

The United States Public Health Service has included in its new series of "Keep Well" leaflets, a 16-page circular on cancer, which may be obtained by writing to Dr. Charles F. Bolduan, Chief of the Section on Public Health Education, U. S. Public Health Service, Washington, D. C. This is an excellent popular circular for general distribution, giving a simple statement of the facts about this disease. It is to be hoped that every nurse will obtain and read this circular and will ask for it in additional quantities for distribution among those of her acquaintance who need its advice.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. I

AUGUST, 1919

No. 16

NEW LITERATURE ON CANCER

Since the resumption, early in the year, of the usual peace-time activities the Executive Office has devoted much attention to the preparation of new and revised circulars and pamphlets. Four new publications have recently been sent to all members of the Society, and are now available for wider distribution. The most important of these circulars is the handbook for the medical profession, which is described below in a special announcement. There is also available a reprint of the article entitled "Cancer—A Curable Disease," which was first published in the "Woman's Magazine" for June. This constituted the third of a series of articles published this year in leading women's magazines, the first being an article by Dr. Francis Carter Wood, in the "Woman's Home Companion" for January, and the second, by Dr. Eugene L. Fisk, appearing in the "Designer" for March. These two articles were reprinted in earlier issues of "Campaign Notes."

A short summary of the essential facts entitled "Fourteen Points About Cancer" is printed on the third page of this issue, after careful consideration and revision of the first draft by many members of the Board of Directors. This will be reprinted and made available as a new popular circular for distribution in quantity at meetings, etc.

In addition to the handbook for the medical profession the Society has also had in preparation for some time a companion handbook for the laity which is intended to give a comprehensive account of cancer in general and of the more important manifestations of the disease. The draft of this pamphlet was submitted to the National Council at its meeting held June 4, 1919, and after lengthy consideration and review was referred back to the special editorial committee in charge of its preparation. This committee consists of Dr. Francis Carter Wood, Dr. Frederick L. Hoffman, Dr. James Ewing, Dr. Harvey R. Gaylord, and Dr. E. E. Tyzzer. The committee is engaged on the final revisions and it is expected that the pamphlet will there-

after be published by the American Medical Association in the same manner as the medical handbook.

The Federal Government Takes up Cancer Education

In the meantime a very useful popular cancer circular of thirty pages has been published by the United States Public Health Service. A number of the members of the Society were invited to review the draft manuscript of this pamphlet and the following courteous acknowledgment of their services has been received from Dr. Rupert Blue, Surgeon-General.

"Our new bulletin on Cancer has just come from the press, and I am very much pleased with it. I feel sure that it will be of great help to the public at large and it will certainly fill a great want for there has been a constant demand for a bulletin of this kind.

"Let me take this occasion to thank you and your associates for the assistance you have given the Public Health Service in the preparation of this bulletin. This is indeed effective cooperation."

Respectfully,

(Signed) RUPERT BLUE,
Surgeon-General.

Fifty thousand copies of this circular have been printed by the Government as a first edition, and it will doubtless become the most widely available and generally useful popular pamphlet regarding this disease. So far as we know, this is the first pamphlet on cancer ever published by the United States Government. All who wish copies of the circular, individually or in quantity for local distribution, should communicate with Dr. Charles F. Bolduan, Chief of the Section on Public Health Education, U. S. Public Health Service, Washington, D. C. The Public Health Service has also announced this pamphlet in a special statement sent to newspapers all over the country.

HANDBOOK ON CANCER FOR THE MEDICAL PROFESSION

The Society announces the publication, through the Council on Health and Public Instruction of the American Medical Association, of a new handbook for practitioners, entitled "What We Know About Cancer." This is a 54-page pamphlet which gives in condensed summary form the essence of the best modern knowledge concerning the diagnosis and treatment of the principal forms of malignant disease. The preparation of this handbook has resulted from the conviction of the leaders in the campaign of cancer education that all practitioners of medicine should share to the fullest possible extent the knowledge and standards of practice in the discovery and treatment of this disease which have been developed in the leading clinical and research centers of the country.

Having in mind this need of a more general dissemination of the knowledge of cancer within the medical profession, the American Society for the Control of Cancer in February, 1917, appointed a special committee to prepare the manuscript of a handbook on cancer for distribution among practitioners. This committee consisted of Dr. Robert B. Greenough, Director of the Harvard Cancer Commission, Boston, Massachusetts; Dr. James Ewing, Professor of Pathology at Cornell University Medical College, and Director of Cancer Research at the Memorial Hospital, New York City; and Dr. J. M. Wainwright, of Scranton, Pennsylvania, for many years Chairman of the Cancer Commission of the Pennsylvania State Medical Association. The manuscript prepared by this Committee was submitted to the Council of the Society in April, 1917, and then sent to a number of prominent surgeons and other students of cancer for critical review. The suggestions thus obtained were utilized in a careful revision of the manuscript, which, after a delay naturally ensuing from the war, was again submitted to the Council of the Society at a meeting held October 26th 1918. At this time the Council thoroughly reviewed the draft and ordered its publication. The handbook therefore represents not merely the views of the authors of the draft, but the consensus of opinion of a considerably larger number of representative American physicians and surgeons who have had special experience in dealing with this disease.

The handbook attempts to provide in a brief compendium the essential facts about cancer in general and its manifestations in the different situations where it most commonly oc-

curs. The drafting committee after careful consideration decided to omit any critical and controversial review of published statistics showing the end results of operative treatment, and has presented only in general terms the expectation of success attending the radical operative treatment of cancer in its different situations. In this, as in other respects, the handbook endeavors to take a conservative view of the subject and it is believed that the majority of statements made will be accepted by the surgeons of the country generally. So far as the pamphlet represents such a consensus of opinion, it is believed that, as thus published for wide-spread and inexpensive distribution, it will be welcomed by thousands of physicians and surgeons and students throughout the United States.

The State representatives and other Directors and members of the Society are urged to use their influence in every possible way to secure the wide-spread use which this standard pamphlet merits. As with many of the health educational pamphlets published by the American Medical Association, reprints may be obtained by State Medical Associations, State Boards of Health, etc., in special editions with any cover design that may be desired. This arrangement will be made without extra charge for any organization ordering 1000 copies or more. It is further hoped that members of the Society will endeavor to have appropriate state and local agencies, particularly their State Boards of Health, assume the expense of reprinting and distributing this handbook among the physicians of the state. It is suggested also that it be utilized in medical schools in connection with the instruction on the subject of cancer.

The pamphlet may be ordered either from the American Medical Association, 535 North Dearborn Street, Chicago, or from the American Society for the Control of Cancer, 25 West 45th Street, New York City. The price of ten cents a single copy has been set merely to cover the cost of printing and postage. Larger orders will be filled at the following rates:

5 copies	\$.50
25 copies	2.25
50 copies	4.00
100 copies	8.00
200 copies	14.00
500 copies	30.00
1,000 copies	55.00

FOURTEEN POINTS ABOUT CANCER

1. During the Great War the United States lost about 80,000 soldiers. During the same two years 180,000 people died of cancer in this country. Cancer is now killing one out of every ten persons over forty years of age.

2. Many of these deaths are preventable, since cancer is frequently curable, if recognized and properly treated in its early stages.

3. Cancer begins as a small local growth which can often be entirely removed by competent surgical treatment, or, in certain external forms, by using radium, x-ray or other methods.

4. Cancer is not a constitutional or "blood" disease; there should be no thought of disgrace or of "hereditary taint" about it.

5. **Cancer is not a communicable disease.** It is not possible to "catch" cancer from one who has it.

6. **Cancer is not inherited.** It is not certain even that a tendency to the disease is inherited. Cancer is so frequent that simply by the law of chance there may be many cases in some families, and this gives rise to much needless worry about inheriting the disease.

7. The beginning of cancer is usually painless; for this reason its insidious onset is frequently overlooked, and is too easily neglected. **Other danger signals must be recognized and competent medical advice obtained at once.**

8. Every persisting lump in the breast is a warning sign. All such lumps are by no means cancer, but even innocent tumors of the breast may turn into cancer if neglected.

9. In women continued unusual discharge or bleeding requires the immediate advice of a competent doctor. The normal change of life is not accompanied by increased flowing which is always suspicious. The return of flowing after it has once stopped should also be considered suspicious. Do not expect the doctor to tell you what the matter is without making a careful physical examination.

10. **Any sore that does not heal**, particularly about the mouth, lips or tongue, is a danger signal. Picking and irritating such sores, cracks, ulcerations, etc., or treating these skin conditions by home remedies, pastes, poultices, caustics, etc., is playing with fire. Warty growths, moles, or other birthmarks, especially those subject to constant irritation, should be attended to immediately if they change in color or appearance, or start to grow. Avoidance of chronic irritation and removal of just such seemingly insignificant danger spots may prevent cancer.

11. **Persistent indigestion** in middle life, with loss of weight and change of color, or with pain, vomiting, or diarrhoea, call for thorough and competent medical advice as to the possibility of intestinal cancer.

12. **Radium** is a useful and promising means of treatment for some kinds of cancer, in the hands of the few skillful surgeons and hospitals possessing sufficient quantity of this rare and very expensive substance; it must not be thought of as a cure-all for every form of cancer. No medicine will cure cancer. Doctors and institutes which advertise "cures without the knife" play upon the patient's fear of operation in a way that leads too often to the loss of precious time, and fatal delay in seeking competent treatment. Go first to your family physician.

13. **Open warfare by open discussion** will mean the prevention of many needless deaths from cancer. The common belief that cancer is a hopeless malady is partly due to the fact that cases of successful treatment are frequently concealed by the patient and his family, while cases of failure (too often resulting from delay) are apt to become common knowledge.

14. **The American Society for the Control of Cancer** is a league enlisting the principal agencies and individuals in the United States and Canada who are striving to make headway against this formidable disease by a campaign of public education to make wider use of present knowledge in its prevention and cure. Annual dues are \$5.00. Larger contributions are solicited. Checks payable to Howard Bayne, Columbia Trust Company, New York City, Treasurer. If the cause appeals to you, you can help by **Joining the League.**

NEW CANCER POSTER

The National Safety Council, cooperating through its Health Service Section, with the American Society for the Control of Cancer has just published a poster on cancer, of which the text is given below. Additional copies of this poster may be obtained at cost from the National Safety Council, Chicago, Ill.

About Cancer

**One Out of Every Ten
Persons Over Forty
Dies of Cancer**

Cancer Is Curable If Treated Early

Cancer begins as a local disease. *If recognized in time it can often be completely removed and the patient cured.* If neglected, it spreads through the body with fatal results. No medicine will cure cancer. Early diagnosis is all important, but pain rarely gives the first warning.

Danger Signals--

- [1] Any lump, especially in the breast.
- [2] Any irregular bleeding or discharge.
- [3] Any sore that does not heal, particularly about the mouth, lip or tongue.
- [4] Persistent indigestion with loss of weight.

These signs do not necessarily mean cancer, but any one of them should take you to a competent doctor for a thorough examination. Don't wait until you are sure it is cancer. It may then be too late.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. I

SEPTEMBER, 1919

No. 17

AN APPEAL TO WOMEN'S CLUBS

From the very beginning of its effort to organize the campaign of education in this country regarding the early recognition, treatment and prevention of cancer, the American Society for the Control of Cancer has endeavored to secure the cooperation of the national, state and local organizations of women. Not only do the Women's Clubs represent in themselves a great potential force of promoting the health education of women, particularly in connection with the diseases of adult life, but it has been evident always that every intelligent adult woman should be acquainted with the essential facts about this disease which between the ages of 35 and 45 causes three times as many deaths among women as among men. One-eighth of all the deaths of women above the age of forty are due to cancer. This is because of the unfortunate susceptibility of the female organs to this disease. It is a most encouraging and hopeful fact, however, that perhaps none of the more serious forms of cancer are more capable of successful treatment if the warning signs are recognized in time, than those which most commonly occur in the special female organs. It is indeed in connection with cancer in these locations that the greatest hope of reducing the cancer death rate through an intelligent and conservative educational campaign is likely to be found.

With the resumption of its peace-time activities, the Society is again seeking to interest women's clubs throughout the country in the effort to spread among all adult women the message of hope concerning this dreaded disease. The leaders in local clubs and organizations have a special obligation laid upon them by this very fact, to assist in informing less intelligent women. Accordingly a special letter has just been sent to the Chairman of Public Health of each State Federation of Women's Clubs transmitting some of the new circulars published by the Society, by the United States Public Health Service, and by the American Medical Association, and it is hoped that through their activities the local clubs in many states will continue and expand the work

already begun in the distribution of such literature and in the holding of meetings and study classes, which can be made the occasion of authoritative talks by physicians of unquestioned standing.

The General Federation of Women's Clubs, through its Public Health Chairman, Mrs. Elmer Blair, and through its Committee on Adult Hygiene, of which Dr. Ellen B. Smith of Salem, N. J., is Chairman, has taken a positive and vigorous attitude in this campaign, and stands ready to assist and support the officials of the State Federations and local clubs with its advice and suggestions.

The resumption of the educational campaign among women has already been characterized by several meetings in Georgia, in which the State Federation and the local clubs have taken an extremely helpful part. Cooperating with the Georgia State Medical Association, every club in the state was invited to send delegates to meetings in Atlanta, which were held last April and addressed by speakers of national reputation.

In this general connection the Society has also endeavored to promote the publication of helpful articles in the leading women's magazines. Following the notable paper by Samuel Hopkins Adams in the "Ladies' Home Journal", a few years ago, similar articles have recently been prepared for the "Woman's Home Companion", the "Designer", the "Woman's Magazine", and other similar publications. In this manner, and particularly through the cooperation of public health nurses, it is hoped that the facts about this disease may be brought home to thousands of women in time to prevent much needless suffering and death.

Members of women's clubs will be particularly interested in the address made before the Massachusetts State Federation on this subject, by Dr. Edward Reynolds, Chairman of the Board of Directors of this Society, which is reprinted in this bulletin, as embodying the appeal of the medical profession to the Women's Clubs of the country to help fight this insidious and menacing disease.

CANCER A CONTROLLABLE DISEASE

How the Women's Clubs Can Help

By

EDWARD REYNOLDS, M. D.

(An Address Before the Massachusetts State Federation of Women's Clubs)

The local Committee of the American Society for the Control of Cancer welcomes the opportunity of presenting its plea before this meeting with the greatest eagerness because we believe that there is within the territory which we are expected to cover no body of individuals which have the power to help our campaign as much as it can be helped by the members of the Women's Clubs if they will take hold with us. You ladies represent an enormous number of women who have been in effect automatically selected from the community as the possessors of intelligence and public spirit. The matter which we wish to bring before you is one which is of interest to both sexes and which must be taken up by both sexes, but it is perhaps of even greater interest to women than to men, and moreover in this, as in many other movements, the community depends primarily on the keener sympathies of women, on their more active public spirit, and incidentally upon the greater aggregate of time which upon the average they are able and willing to devote to public work, as compared with men.

The Importance of the Cancer Problem

Cancer is to-day the most destructive of all the diseases of adult life. Its actual mortality, not only in the United States, but all over the civilized world, has been shown to be greater at all ages than that of any other cause of death except heart diseases, kidney diseases, pneumonia and tuberculosis. Among adults its mortality is greater than even that of tuberculosis. Cancer attacks its victims at the time when they are in the most productive period of life, at the time when others are dependent upon them, and when they can least be spared. Of those who have attained the age of forty, one individual in every ten, one man in every fourteen, one woman in every eight, dies of cancer. This mortality is in large part preventable. We might ask—If this mortality is not checked how many in this room will die of cancer?—

In speaking to you, picked representatives of an intelligent body, we perhaps need not hesitate to put the question in this form. In speaking to the less intelligent, it is better that we should use the form—This mortality can be checked. If it is so checked, how many in this room will have been saved from cancer?

A Message of Hope

Cancer is a controllable disease. Our scientific knowledge of its origin and methods of dissemination is still on many points imperfect, but our practical power of arresting its onset in an individual case is already good. Its mortality and the suffering which it causes are both for the most part unnecessary and preventable. We believe that from three-fourths to four-fifths of the deaths from cancer with their attendant suffering could be prevented if all the medical profession were imbued, as they soon will be, with our latest knowledge of the disease; and if all the laity were familiar, not with the dreadful symptoms of the disease in its latest stages which need not be mentioned to them, but with the trifling danger signals which contain the warning of its threatened onset in an individual—of its probable appearance in the future if it is left unchecked. For their own safety every member of the laity should know what these danger signals are. The statement that cancer is controllable, a plain, reasonable and reassuring statement of its natural history and nature, so far as that is assuredly known, and a detailed statement of the warning symptoms, is our message to the community. We wish to spread it throughout all classes in the community and we appeal to you as intelligent and progressive women not only to help us spread it among your own membership and to those who are dear to you, but also by your work and efforts with us to assist in spreading it to the less fortunately placed in the community.

The Society and Its Work

The American Society for the Control of Cancer is a body composed of lay men and women from all over the country, together with a large number of members of the medical profession. Its aims, purposes and methods of work have been approved and endorsed by all the leading medical associations of national scope and by many others. It has two purposes, the attainment of further knowledge of the nature of the disease, and the dissemination of the practically useful part of that which we already know.

We are asking you to aid us in this great campaign. It is important that you should know its mechanism and its methods. The Society is a national one; it is indeed of continental scope. Its executive offices are in New York and that city is the headquarters of its salaried workers. It has organized and is organizing local committees in the several states and localities of the Union and of Canada. It is in affiliation with all and is already in active co-operation with most of the nearly sixty existing independent agencies devoted to the cancer campaign which have sprung up all over the Union. It aims to co-ordinate all their activities into one concentrated campaign, in which effort it has met with no opposition, and is attaining great and increasing success. Its efforts toward the acquisition of greater knowledge on the origin and methods of dissemination of the disease are carried on by committees of experts in collaboration with the many existing research organizations. Its campaign for the education of the less progressive members of the medical profession is one of the functions of the central office in collaboration with special cancer committees of the State Medical Associations. Its campaign for popular education is the chief and peculiar function of its local organizations.

The multiplication of independent working bodies involves so much danger of duplication of work, of waste of time, and lack of concentration of effort, that it is our plan to make our local representations committees of the central body in close correspondence with it, and moreover to make them as few, and each of them as widespread in its activities as may in practice prove feasible. For instance, the so-called Boston Committee is expected to

cover as much of Southern New England as may prove practicable. We began our work in Boston and now wish to extend it to other communities in our district, taking them up one by one as centres of interest develop. We ought in the end to be able to do as full and thorough work in each of the many communities throughout this section of the country as we are doing and hope to do in Boston.

Meetings on Cancer

In starting the campaign in any district it has proved most practical to select a large city as the starting point, as for instance, Pittsburgh, Boston, St. Louis, San Francisco, etc., and inaugurate the campaign in each place by a large public meeting to which carefully prepared publicity has been given, and at which detailed statements of the possibilities of the control and prevention of cancer, and of the hopefulness of the disease when attacked properly are set forth by speakers furnished by the Society, together with a careful statement of the warning symptoms which characterize the early stages of the disease.

At such meetings bulletins giving the necessary information in brief form are distributed to the audience. These bulletins have been carefully prepared by the Executive Council of the Society, which contains in its membership distinguished pathologists and surgeons from all over the continent. Everything contained in each bulletin has been assented to by every one of these authorities after prolonged discussion of its matter and form, and they may therefore be regarded as reliable and authoritative.

Each such meeting has rendered it possible for us to gather together a committee which was willing to undertake further work in that city; such for instance as the detailed instruction of local nurses and social workers, who, if furnished with the necessary information, are peculiarly qualified by their work to spread it through the community, and who are able to save countless lives and suffering by the detection of individual cases in which the disease is still in the stages in which it is easily curable and in which without their aid it might readily have become hopeless cancer. These committees are also charged with the enlistment of local health authorities in the campaign, with inducing the local press to give publicity to the

carefully prepared and authoritative popular articles which the Society prepares weekly, with the organization of further meetings before other bodies, and with other kindred activities. The Society will attempt to provide speakers for any meetings which may be organized.

It is only by detailed work of this kind throughout the country that the ravages of this disease can be put an end to. It is our plan to extend such work into the smaller municipalities and towns by association with the central local committees, such as the Boston Committee which is now appealing to you, of subcommittees in each of the other localities in its district, the members of which or some of the members of which, will be members of the Boston Committee and work with it. Such subcommittees should contain members of the local medical profession and the leaders in philanthropic work, both men and women.

An Offer of Co-operation

In the perfection of this organization, in the spread of the message of hope, and in the bringing of individual cases to relief, we could have no better aid than that of the Women's Clubs in each locality. We ask of you that you will lay before the Clubs which you represent the opportunity which is afforded them not

only of learning for themselves and for those who are dear to them the means of escaping this disease, but their opportunity for distributing this information to others who are less fortunately placed. To any of your Clubs which are interested to hold a meeting we will send speakers and if the Club proves, as our experience justifies us in saying most of them will prove, to be sufficiently interested, we will ask individuals among it to aid in instituting further local work in its community.

We would warn you of one obstacle; our experience has been almost uniform that after the first meeting in a given community we have always heard from numerous individuals who have stated that they would have been interested to go but that they feared the subject would be so disagreeable that they have been unable to face it. In practice it has uniformly proved that those who have attended have found the talks so reassuring that the others have regretted that they had not gone, and that there has frequently been a request for a second meeting from the same body, even though the first has usually been well attended. We have learned to put in a word to this effect in advance, and would urge this upon you.

No one of the public health movements has met with greater interest, no one promises more to the community than this. May we have your help in promoting it?

NOV 10 1919

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. I

OCTOBER, 1919

No. 18

NOTICE OF ANNUAL MEETING

The annual meeting of the membership of the American Society for the Control of Cancer will be held at the Executive Office, Room 1503, 25 West 45th Street, New York City, on Wednesday November 5, 1919, at 4 P. M. The annual meeting this year has been postponed by action of the Executive Committee, until, with the return of many of our members from military service, and with the general resumption of peace-time activities, it might be possible to plan more clearly the budget and work of the Society for the coming year. Aside from this the chief business of the annual meeting will be to elect a President to fill the vacancy caused by the death of Mr. George C. Clark, and to name members of the Board of Directors in place of those whose terms have expired.

Immediately following the annual meeting of the members of the Society, there will be held at the same time and place a stated meeting of the Board of Directors, which will perfect its organization for the ensuing year, will receive the report of the Executive Committee on the conduct of the work of the office during the past year, appoint a new Executive Secretary, and determine the program of the Society for the immediate future. All members and Directors who can possibly do so are urged to attend the annual meeting at the time and place above indicated.

Resignation of the Executive Secretary

Mr. Curtis E. Lakeman, who has been the Executive Secretary of the Society since its foundation in 1913, has tendered his resignation in order to accept an appointment on the staff of the new international League of Red Cross Societies, which has just been organized with its headquarters at Geneva. During the war Mr. Lakeman was released by the Society to work at Washington, first with the Medical Section of the Council of National Defense, and

later with the American Red Cross, where he became Assistant to the Director General of Civilian Relief, Mr. W. Frank Persons. The latter has now become head of the department of organization of the League of Red Cross Societies where he is associated with Dr. Richard P. Strong, who is acting as General Medical Director, on leave of absence from the Harvard Medical School. The Director General of the League is Sir David Henderson, late of the British Army. The program of this new federation of the several national Red Cross organizations, which was formed under the leadership of Mr. Henry P. Davison, of the American Red Cross, is chiefly concerned with the prevention of disease, and the support of official public health activities in all countries. In returning to his association with Mr. Persons, Mr. Lakeman therefore feels that he is continuing his work in the field of public health, and hopes to broaden his opportunity of service in this respect.

For the last two months the Executive Committee has given Mr. Lakeman a special leave of absence without pay to assist Dr. Livingston Farrand, Chairman of the Central Committee of the American Red Cross, in formulating certain aspects of the peace time program of health activities of the American Red Cross. Mr. Lakeman will, however, resume full-time service with the Society for the Control of Cancer on October 1st, up to the time of his departure for Switzerland on November 15th, during which period it is expected that the Executive Committee will select and install his successor in the Executive Office. Mr. Lakeman remains a member of the Board of Directors and hopes to assist in spreading in other countries the influence of the American campaign of education for the earlier diagnosis and treatment of cancer.

Health Centers and the Red Cross

On September 25, 1919, the American Red Cross published a new statement covering certain phases of its peace time program of co-operation with other agencies in the field of public health. This pamphlet, entitled "Health Centers—A Field for Red Cross Activity," makes clear first of all, that the American Red Cross, in applying its extensive resources and machinery toward the solution of the greatest of all social problems, the prevention of preventable disease, has no intention of encroaching upon the field of any established health agency, official or volunteer. Rather it seeks to aid and support all such agencies, public and private, so far as its resources of membership, service, and influence in local communities may permit. In particular the pamphlet suggests that local chapters of the Red Cross take the lead in promoting the establishment of health centers, as points of coordination of effort among local health activities, and above all, as centers of public health education. In every community where such a health center is established, the local organizations for the prevention of tuberculosis, infant mortality, venereal diseases, and for the general education of the public in matters of hygiene, should find therein the means of doing more effective work than ever. Health centers will mean new opportunity for the distribution of pamphlets, the giving of lectures, and the popularization of physical examinations leading to the prevention or earlier recognition and treatment of many diseases. It is unnecessary to point out how materially the campaign of education concerning cancer would profit by such facilities, and this Society will heartily endorse every soundly considered local movement for the establishment of a health center. The Red Cross announcement makes a strong appeal to have war memorial projects take the form of such buildings, subserving as they will, a purpose so vital to the permanent welfare and happiness of the community. As the pamphlet suggests, there is something especially appealing in the thought that war service so conspicuously consecrated to the ideal of ending for all time such destruction and misery as this war has cost, should find commemoration in public buildings which will effectively promote the prevention of needless suffering and deaths in time of peace.

Distribution of the Medical Handbook

The handbook for the medical profession, "What We Know About Cancer", published by the Society in cooperation with the Council on Health and Public Instruction of the American Medical Association, may now be had from either organization. Orders for this pamphlet in quantity received by the Society are forwarded to the American Medical Association, which will supply a special cover design for any organization ordering 1,000 or more copies.

The handbook has recently been brought to the attention of all state boards of health and most of the larger city health departments, with the suggestion that it be reprinted. The Massachusetts State Health Department has taken over from the Massachusetts Medical Society the task of distributing this pamphlet to every practitioner in the State, and has placed an order for 6,000 copies. Already the health officers of Lynn, Mass., and Lincoln, Neb., have each ordered 200 copies for distribution among local practitioners, and the State Boards of Health of Louisiana, Maine, Tennessee and other states, are considering the placing of orders. The first few replies to the circular letter announcing the pamphlet thus indicate that it is filling a definite need, and is likely to have an extraordinary success as a standard, condensed summary of the best modern knowledge of this disease, which should prove useful to every physician and surgeon.

The handbook has also been sent to all the leading medical journals together with a form announcement suggested as a basis of a notice or review to be published, in order to bring this pamphlet to the attention of the medical profession generally.

Cancer Literature Now Available

The first edition of the cancer circular issued by the United States Public Health Service was exhausted within two months after its publication in July, and a second edition of 100,000 copies is now in press. It is reported that requests for these circulars in quantities varying from 1 to 1,000 or more copies are being received from all over the country. While there may be a short delay in filling some of the pending orders until the government printing office can turn out the second edition, it is believed that the Service will be able to print, from time to time, a sufficient number of copies of this

new, authoritative, popular circular to meet the requirements. Even while the second edition in press, the demand is so great that a third printing is being ordered, and officials of the U. S. Public Health Service estimate that 10,000 copies will have been distributed by the end of this year.

The new circular of the Cancer Control Society entitled "Fourteen Points About Cancer" is now available as a small, four-page folder, 4 x 5½ inches in size. In this form it provides a particularly good leaflet to distribute in connection with meetings and lectures on cancer, or to enclose in the mail with letters or notices.

An Appeal to Social Workers

The following letter has been sent to the secretaries of each of the 293 local Associated Charities, or as they are now more generally called, Family Welfare Associations, in the United States.

"You may have noticed in the Survey of September 6th, 1919, an article about the program of this Society. Let us tell you a little more about it.

"With the return of peace the American Society for the Control of Cancer has actively resumed its efforts to teach the public that this disease is curable if recognized in the early stages and promptly and properly treated. Again we wish to bespeak the interest and cooperation of all social workers. In order to illustrate what one well known organization is doing in this connection, we send you the enclosed copy of the weekly bulletin of the Minneapolis Associated Charities for July 7, 1919, which is entirely devoted to cancer.

"Our appeal to social workers is essentially one with our appeal to nurses, as given in our monthly bulletin for July, a copy of which is also enclosed. We believe that social workers and nurses occupy a position of high strategic importance in the educational warfare against this as against so many other diseases. Particularly in regard to cancer we feel that many patients, especially women, even before they are ready to consult a physician, will seek the sympathy and counsel of the friendly family visitor concerning disturbances or symptoms which may be warnings of cancer.

"All social workers should therefore be conversant with the elementary facts about this disease in order to be able to give prompt and timely advice. Cancer now causes one out of every ten deaths after the age of forty in this country, and ranks as one of the great leading causes of death. While from the point of view of the effect on the next generation cancer may not be as disastrous as certain other diseases,

the bodily suffering and destruction it wreaks in individual cases, and the excessive mortality which it causes at the ages of responsibility for family and business affairs, makes it better control a matter of the deepest humanitarian interest.

"The cause of cancer is still unknown, and the chief hope of checking the apparently increasing cancer death rate still lies in the effort to educate the individual patient regarding the danger signals of the insidious and often painless approach of this devastating malady.

"One special reason why nurses and social workers can help so much is that probably the greatest hope of immediate progress through educational effort is to be found in connection with the two forms of cancer to which women are especially subject."

A Timely Gift

Some years ago the National Cash Register Company presented to the Society a set of lantern slides illustrating a popular lecture on cancer, frequently delivered to the employees of that large concern in the course of the work of its Welfare Department. These slides have, in turn, been duplicated and extensively utilized by the lecturers of the Society. Recently, in connection with the publication of the cancer circular by the United States Public Health Service in cooperation with the Society, Dr. Charles F. Bolduan, Director of the Section on Public Health Education, expressed a desire to have lantern slides on cancer to add to the large loan collection which the Service maintains at Washington. It appeared that on account of the limitations of Congressional appropriations, the Service had no funds from which it could purchase such slides. The Executive Secretary immediately wrote to the National Cash Register Company explaining this situation, and as a result the Company has generously donated another set of these cancer slides to the United States Public Health Service, where they will be available for loan to any state or health officer or to any qualified lecturer.

Cancer Statistics in American Cities

The following communication has been received from Dr. Frederick L. Hoffman, Chairman of the Committee on Statistics of the Society:

"It has been my intention to officially communicate to the Society the results of my recent analysis of the cancer mortality of twenty-five

American cities, with an aggregate population of over eighty-eight millions for the five-year period 1913-1917. The results are extremely interesting. In brief, in 1916 the rate was 93.4 per 100,000 of population, or the highest on record for any preceding year for which the information is available. In 1917, or the year during which the after-effects of our earlier and enthusiastic local campaign would become most notable, a decrease in the rate is shown for the first time, it being 92.3. While the decrease is slight it is extremely significant. During 1918, when our efforts were practically limited to a few lectures and the after-effects of previous efforts, the rate again increased to 93.3, or the same as during 1916. I am more than ever convinced of the direct value of our educational propaganda and I believe that the foregoing statistics support this point of view."

A Chicago Editorial

The Chicago Journal, which in its editorial columns has always taken an unusual interest in the propaganda for the control of cancer has recently published the following editorial article:

"The American Society for the Control of Cancer has resumed its educational work, which was interrupted during the war. It presents some facts that certainly justify the renewed effort.

"Cancer seems to be on the increase in every civilized community. In the registration area of the United States, the death rate from this disease was 62.9 per 100,000 population in 1900, and 78.9 per 100,000 in 1913. It is a disease of later middle life. In deaths of persons over 40, one out of eight among women and one out of fourteen among men are caused by cancer. The total mortality from this cause in the United States is estimated at 80,000 per year—and the great majority of these deaths are unnecessary.

"Therein lies the hope of improvement. Cancer always begins as a local disease; which can be eradicated if taken in time. Nearly always, it gives warning early enough for the patient to be saved, if he would heed the warning. The whole aim of the anticancer campaign is to get people to act in time, to seek expert advice on any persistent sore, any lump in the breast, any irritation that refuses to yield to ordinary treatment. Not all, not a majority of these difficulties are due to cancer, but some of them are, and the earlier the sheep can be separated from the goats, the better."

The Campaign in Colorado

With the return from France of Dr. Charles A. Powers, late Major in the Medical Corps, and of other members of the Colorado Committee of the American Society for the Control of Cancer, active work has been resumed and plans made this summer for lectures and meetings to begin in the autumn are being put into effect. The Committee, of which Miss Lillian Hurd is Secretary, has called for a large supply of our circulars and those of the United States Public Health Service. Dr. Powers will speak before the Colorado State Federation of Women's Clubs on October 8th and before the Knights of Columbus a few days later. A considerable number of additional meetings have been arranged at which lectures will be given by other members of the Committee. In cooperation with the State Medical Society the handbook for the medical profession will be placed in the hands of every physician in the state. A list of public health nurses in Denver and vicinity have been secured in order that each of these workers may be provided with the literature of the Society. The reopening of the campaign in Colorado has also been marked by the cooperation of the Denver Post and other newspapers in the publication of prominent popular articles. Mrs. S. D. Walling, a member of the Colorado Committee, was a welcome visitor at the Executive Office in New York during the summer, and testified to the active interest which is being developed in this campaign in her own state.

Massachusetts Committee Resumes Activities

Dr. Edward Reynolds, Chairman of the Massachusetts Committee of the Society reports a meeting of the State Committee at which plans were made to resume the educational campaign among the smaller cities of that state. In 1917 a plan was under way to form local committees in these cities which would carry on lectures and the distribution of literature under the general guidance of the State Committee. The execution of this plan was suspended on our entrance into the war, but will now be carried out by the appointment of local chairmen and local secretaries who will lead the program in their several cities. These local representatives will, as soon as appointed, be called together by the State Committee for a conference on the organization of a state-wide campaign. The Massachusetts Committee has also appointed delegates to confer with local Red Cross officials in Boston, looking toward adequate representation of the campaign on cancer education in connection with the program of establishment of health centers in which the Red Cross is now participating as discussed above in the present issue of Campaign Notes.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTER, 25 WEST 45th STREET, NEW YORK CITY

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Vol. I

NOVEMBER, 1919

No. 19

ANNUAL MEETING

The Annual Meeting of the American Society for the Control of Cancer was held at the Executive Office, 25 West 45th Street, New York City, at 4 P. M. November 5th, 1919.

Dr. Charles A. Powers Elected President

The Chairman announced that by the deeply regretted death of Dr. George C. Clark, the Society had lost its first and only President, and that it devolved upon the annual meeting of the Board of Directors to elect his successor. This matter had had the careful attention of the Directors for some time past, and it had been decided after a thorough canvass of the field that Dr. Charles A. Powers, of Denver, Colorado, was the best man qualified from every point of view, to represent the Society as its President. Dr. Powers was therefore elected to this office, and since then has accepted.

Sir Arthur Newsholme Elected Honorary Vice-President

When the attention of the Directors was called to the fact that Sir Arthur Newsholme, the eminent British Sanitarian, was in this country on a leave of absence as Director of the School of Hygiene and Public Health of the Johns Hopkins University, it was thought well as a means of recognizing Sir Arthur's prominence in the public health field and his special statistical knowledge of cancer, to invite him to become the Society's first Honorary Vice-President. This action was therefore taken. Sir Arthur was informed of his election, and his acceptance has now been received at the office.

Two New Directors Elected to the Executive Committee

After the re-election of the present Executive Committee, two vacancies existed because of the increase of the Committee from thirteen to fifteen, as noted in the amendment following Dr. Francis Carter Wood of New York City, and Dr. Robert B. Greenough of Boston, were elected to fill these vacancies.

Dr. Edward Reynolds, of Boston, and Mr. Thomas M. Debevoise, of New York City, were re-elected respectively Chairman and Secretary of the Board of Directors; the election of Vice-Presidents and other officers of the Society being referred to the Executive Committee, with power.

Membership Drive Proposed

Mrs. Mead, Chairman of the Finance Committee, gave it as her opinion that, for the purpose of enlarging the sphere of influence of the Society, emphasis should now be placed on increasing the membership, and that an effort should be made to secure 3,000 new members. After discussion of this project, the Directors approved the suggestion that every effort be made to add to our membership, and preliminary steps to this end are already being perfected.

By-Laws Amended

The first amendment relating to Article IV increased the membership of the Executive Committee from thirteen to fifteen, so that it now reads:—

“The Board of Directors may appoint an Executive Committee and such other standing or special committees as it deems

necessary. The Executive Committee shall consist of the Chairman and Secretary of the Board, of ex-officio, and of *eight* additional Directors chosen by the Board...."

The second amendment was of the same section, and in effect creates an Advisory Council and provides for the addition of non-Society members to sit on this Council when the consideration of special problems requiring outside information and expert knowledge is desired. The amendment is as follows:—

"There shall be an Advisory Council, consisting of the professional members of the Board of Directors which shall from time to time consider matters submitted to it by the Executive Committee. Other persons of appropriate professional qualifications whose counsel is desired who are not members of the Board of Directors or of the Society, may also be invited by the Executive Committee to meet with the Advisory Council."

The third was an amendment of subsection "c" of Article I, which now provides for the election of Honorary Officers in the same manner that Honorary Members were formally elected. This amendment reads:—

"Persons distinguished for original researches relating to cancer, or eminent in related fields of medical, sanitary or social science may be elected Honorary Members or Officers."

Appointment of a New Executive Secretary

At the Annual Meeting of the American Society for the Control of Cancer held on November 5th, the Board of Directors approved the action of the Executive Committee in appointing Mr. Frank J. Osborne as Executive Secretary of the Society to succeed Mr. Curtis E. Lakeman. After completing the course in biology and public health at the Massachusetts Institute of Technology, Mr. Osborne went to Montclair, New Jersey, as assistant health officer. After serving in that capacity for one year the position of full-time health officer of the city of Orange, New Jersey, was vacated by the resignation of Mr. J. Scott McNutt, and Mr. Osborne succeeded him in the spring of 1913 and continued as Health Officer and Registrar of Vital Statistics for three years. In the spring of 1916 he resigned this position to become Executive Secretary of the New York

Social Hygiene Society, which position he held until the fall of 1917, when that Society went out of existence upon the formation of the New York Division of the American Social Hygiene Association. Mr. Osborne was then taken over as a Field Secretary of the National Organization. In December 1917, he was commissioned as First Lieutenant in the Sanitary Corps, U. S. A., in the Section of Venereal Disease Control of the Surgeon General's office, and was detailed as fixed post representative in the Commission on Training Camp Activities for venereal disease control work in the extracantonment area of the Port of Embarkation, and Camp Merritt. He was stationed in New York City for duty in the whole metropolitan area surrounding the Port, and it was while thus representing the Surgeon General of the Army that he succeeded in securing the adoption by the New York State Legislature of the venereal disease law, known as section 17-B of the Public Health Law. After being discharged from the Service in April, 1919, Mr. Osborne was taken over by the Interdepartmental Social Hygiene Board upon which devolved the responsibility of taking up the attack on venereal disease as a civilian problem. He was retained in this city as a special agent for the Board in the state of New York and was made a special field agent of the State Department of Health where he was engaged in the formation of what has come to be known as "Health Coordination Committees." Mr. Osborne took up his duties in company with Mr. Lakeman on November 1st, in order that he might have the assistance of the present Executive until he sails for Geneva.

Health Coordination Committees

This scheme of organization was hit upon as a means of more effectively organizing the state for general public health work. Designed to eliminate overlapping and duplication of effort and to be a permanent advisory and consulting group of interested citizens to stand back of and promote an approved health program, these committees are to take up the following activities: general sanitation, child hygiene, public health nursing, prevention and control of tuberculosis, prevention and control of venereal and other communicable diseases, mental hygiene, school and industrial hygiene and sani-

tation, preventable diseases of adult life, emergency relief and health centers. It is felt that these health coordination committees, about twenty of which are now organized in this state, may be utilized later in certain educational propaganda work in the cancer field, both through their health centers and in their educational campaign to prevent diseases of adult life.

NEWSPAPER PUBLICITY

Connecticut

Many newspapers in this country are following the lead of the "Chicago Tribune" which for years has run a health column in which timely articles on some phase of public health appear each day, or practical personal questions are answered. The latest "column" of this kind to come to our attention is that conducted by Dr. Walter H. Brown, health officer of Bridgeport, in the "Post" of that city. Under date of October 13th the following article appeared:—

CANCER

One hundred and fifteen persons died in Bridgeport in 1918 from some form of cancer. It is therefore, of interest and importance for every adult person in the community to know the facts about this serious disease.

Cancer is not a disease that runs its course like pneumonia or typhoid fever. It is as much a part of the individual as his finger or his nose. After many years of patient research it is well for us to know that scientific men do not know the actual cause of cancer. This does not mean that we must assume a fatalistic attitude about it, for while we have not been able to discover the exciting cause in the course of our study, we have learned very definitely the habits of the disease. This knowledge enables us to arrive at certain conclusions and give advice as to what you should know about this disease.

Early Symptoms

It is well for every adult person over 30 years of age to know that every unusual lump or growth in the human body, every sore that fails to heal promptly under treatment, and for females any irregularities of normal functions, particularly after the age of 45, should require careful investigation by a physician.

Treatment

It has been shown that the only successful treatment for cancer is early and radical surgical operation. There are certain forms of cancer that have been not only helped but cured by means of radium and other chemical substances.

Cancer Cures

One of the greatest swindles that is perpetrated upon the American public is the so called "Cancer Cure." We arrest without qualms or conscience the man who does business under false pretense. We imprison for long terms the highwayman who points a pistol under our nose and takes our pocketbook;

and yet we sit calmly by and permit men who are little less than murderers to play upon the ignorance of persons ill with such disease as cancer. The patient is encouraged to expect relief until his money is exhausted and his disease is too far advanced for cure by operation. Finally he drifts into our hospitals where he dies a lingering death offensive to himself as well as to all with whom he comes in contact. The only cure then that we have for this terrible disease is early discovery and early surgical operation.

Massachusetts

The Section devoted to "questions and answers" conducted by some of our State Departments of Health, and sent out to the public press often offers opportunities for cancer discussion. This method is being effectively used by the State Department of Health of Massachusetts, and a typical example of this kind appears in the Springfield "Morning Union," under date of October 15:—

CANCER

Health Editor:

Can cancer be cured in any stage? How is one to know about this disease?

U. L. M.

Cancer can be cured in the early stages. This means, however, that the case should be diagnosed at the earliest possible moment. The only way this can be done is for the person who suspects something is wrong, whether because he has an ulcer which is slow in healing or a suspicious lump or some irritated surface, should go immediately to a competent physician and have his opinion on it. In this State the Department of Health is able to offer free to all physicians an accurate diagnosis of all suspicious tissue sent in to them by surgeons. It is far better to make an unnecessary visit to the doctor and be reassured than to let some lump or ulcer or bleeding spot go along until things are so far advanced that the doctor cannot effect a cure by operation.

Similar material is now being prepared by the U. S. Public Health Service and distributed to newspapers all over the country.

Ohio

The campaign in Ohio again being carried on under the active leadership of Dr. Andre Crotti, Chairman of the Committee on the Control of Cancer of the Ohio State Medical Association, who has recently returned from service, is receiving proper press publicity, as witness the article in the "Columbus Journal," of October 24th:—

WILL SEEK TO CURB

OHIO CANCER DEATHS

Four thousand, seven hundred and ninety-two men and women in the prime of life died of cancer in Ohio in 1918, according to Dr. John S. Monger, state registrar.

Asserting that fully two-thirds of these deaths were avoidable through proper medical and surgical attention to cancer, and that the cancer mortality rate can be reduced more than one-half through proper education of the general public, a committee of the Ohio State Medical Association soon will launch an educational campaign. According to Dr. Andrew Crotti, chairman of the committee, the campaign will embrace not only instruction of the public, but, specialized instruction for the medical profession, nurses and medical students.

Colorado

The Denver "Post" misses no opportunity to keep the subject of cancer control before its readers. In reviewing Dr. W. T. Mayo's paper delivered before delegates to the American College of Surgeons at the meeting recently held in New York City, the editor appends to the article this single sentence:—

"It is a matter of pride that Colorado is one of the foremost states in the spreading of knowledge regarding this horrible disease."

This indicates very clearly the value of the educational work which has been done in that state by the Colorado Committee of the American Society for the Control of Cancer.

Many news clippings have been received recently which show that the Society's new Circular No. 12, "Fourteen Points About Cancer" recently sent out to 618 newspapers and periodicals is receiving wide circulation. Letters from individuals, who have read news articles based on this leaflet, are also beginning to come in. Several of these persons fearing that they may be manifesting certain early and precancerous conditions are asking for more information and are being urged to avail themselves of immediate, expert, professional advice.

One morning's mail recently brought in fifty-nine requests for copies of this circular, many of the letters having the following "question and reply," from the "Chicago Tribune," attached:—

CANCER

A. M. H. writes: "Can you inform me where I can get the circular entitled 'Fourteen Points About Cancer'?"

REPLY

Write to the American Society for the Prevention of Cancer, 25 West Forty-fifth street, New York City.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTER, 25 WEST 45th STREET, NEW YORK CITY

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Vol. I

DECEMBER, 1919

No. 20

CANCER CONTROL CAMPAIGN THROUGHOUT THE COUNTRY

Evidence received at the Executive Office in the way of communications indicates that the return of peace has brought with it renewed interest and activity in the cancer control campaign. This is accounted for both by reason of the return to private life of many of our most energetic leaders, who for the past two years have been either in active service or interested in some kind of civilian war-time activity, and because of several letters from this office addressed to Chairmen of State Committees, State and local Boards of Health, Medical Associations, Nursing and Welfare Organizations, and medical and lay news writers. It is perfectly evident that very little stimulation is required in several of our states to effect an organization capable of carrying on a continued and well rounded out program of activities, tending to keep this subject constantly before the public. The office is at present occupied in working out the essentials of such a program, hoping to be able to assist State and local Committees by pointing out definitely the various methods to be adopted in such a campaign. The following notes indicate some of the more important work now being carried on, and it is hoped that this may offer suggestions which may be applied in other states.

Campaign in Colorado

Under the active leadership of our President, Dr. Charles A. Powers, who is also Chairman of the Colorado Committee, this State at the present time is conducting a thorough educational campaign by addressing various audiences and distributing literature. One of the most important things which this campaign has

developed is indicated by the following notice under Current Comment in the December number of "Colorado Medicine," the Journal of the Colorado State Medical Society:

"Dr. Charles A. Powers, Chairman of the Colorado Committee of the American Society for the Control of Cancer, states that the committee feels so strongly the advantage of having in the hands of the doctors of the state the little booklet, "What We Know About Cancer" (see Book Reviews, this issue), that it has privately secured funds which will enable it to send the publication to every member of the state society as well as others of the reputable physicians of the state.

The pamphlet is about five by eight inches in size and will arrive in your mail early in January with the Colorado committee's return card. It is not one of the elementary circulars gotten up for the layman, but a contribution to medical literature, intended for the medical profession, which sums up the present practical knowledge of cancer. Watch for it. Do not allow it to slip past you into the waste basket."

Twelve hundred copies of the handbook have been sent to Colorado physicians and surgeons. This embraces the entire membership of the Colorado State Medical Society the Homeopathic Medical Society and about two hundred and fifty other practitioners.

At the suggestion of Miss Hurd, Secretary of the Colorado Committee, one hundred and thirty-two public health nurses were circularized through this office from a list provided by the Secretary of the Colorado State Board of Nurse Examiners. With the letter to these

nurses the Society's regular nurses' literature was enclosed, including a special nurses bulletin with our appeal for close cooperation. Also at Miss Hurd's suggestion this bulletin has been sent to four hundred and thirty-five nurses now in training at six different Colorado hospitals.

The Committee has also distributed three thousand copies of the new Public Health Service circular entitled, "Cancer—Facts Which Every Adult Should Know," one thousand of which were turned over to the Director of

nurses of the Mountain Division of the American Red Cross. The Committee also used fifteen hundred of our popular circular entitled "Fourteen Points About Cancer."

During October, November and December the Committee has sent in records of twenty-two lectures delivered by various members of its lecture staff. These talks were heard by one thousand-three hundred and forty-five individuals and the diversity of the public reached is indicated by the following tabulation:

GROUP ADDRESSED	SPEAKER	ATTENDANCE	AUDIENCE
State Federation of Women's Clubs	Dr. Charles A. Powers	300	Women
The May Company	Dr. F. W. Kenney	50	Men and women
Colorado State Medical Society	Dr. Philip Hillkowitz	150	Men
Gano-Downes Company	Dr. Philip Hillkowitz	30	Men and women
A. T. Lewis & Sons Dry Goods Company	Dr. F. P. Gengenbach	120	Women
A. T. Lewis & Sons Dry Goods Company	Dr. C. L. Pershing	30	Women
A. T. Lewis & Sons Dry Goods Company	Dr. C. B. Van Zant	100	Men
Denver Dry Goods Company	Dr. F. W. Kenney	15	Men
Denver Dry Goods Company	Dr. W. W. Williams	30	Women
Josbin Dry Goods Company	Dr. Philip Hillkowitz	90	Women
Denver Rock Drill Company	Dr. F. W. Kenney	140	Men
Knights of Columbus	Dr. Charles A. Powers	100	Men
Colorado Educational Association	Dr. Charles A. Powers	850	Men and women
State Librarian's Association	Dr. Philip Hillkowitz	60	Men and women
Colorado Congress of Social Workers	Dr. S. F. Jones	150	Men and women
Colorado Fuel & Iron Company	Dr. C. B. Van Zant	150	Men and women
Ladies' Aid Society	Dr. Charles A. Powers	45	Women
Colorado Fuel & Iron Company (Miners)	Dr. R. W. Corwin	1300	Men
Immaculate Conception Cathedral	Dr. Charles A. Powers	60	Women
St. Luke's Hospital (Nurses)	Dr. Philip Hillkowitz	50	Women
W. T. K. Club (High School)	Dr. R. C. Whitman	60	Women

This shows most commendable interest on the part of the Colorado people, and it is hoped that similar extensive campaigns may be developed in the course of time in every state of the Union.

Orders for Medical Handbook

Following our letter addressed to State Commissioners of Health several orders were placed by State Departments of Health for this publication. North Carolina, Utah, Pennsylvania, South Dakota, in addition to Massachusetts, have already ordered a supply to be distributed to practitioners in their States, while Florida has notified us definitely that they are about to do the same. Several other states have the matter under consideration, but have not yet reached a decision. The notice above shows that the Colorado Committee have made this pamphlet available for all members of the State

Medical Society and other reputable physicians of the state, and an order has been received from a County Medical Society in Ohio for enough copies to supply its membership. Dr. Edward J. Ill, our Director in New Jersey, has personally ordered five hundred of these booklets to be distributed to practitioners in that State. Several other individual physicians have secured from ten to fifty copies for private distribution to their professional acquaintances. The value of this handbook is unquestioned. The interest displayed in its distribution is constantly growing and it is felt that if the Directors and members of the Society would bring the matter personally to the attention of their Boards of Health and Medical Societies, as has been done in Massachusetts and Colorado, many more states distributing the pamphlet would be added to the list.

The New Public Health Circular on Cancer

A form letter enclosing a copy of this pamphlet entitled "Cancer—Facts Which Every Adult should Know" has just been sent out to all State Health Departments urging them to reprint and distribute this valuable popular booklet. New York State has already done this, and it is now added to their set of popular educational circulars as No. 20. On the inside cover page of this publication is included a reference to the American Society for the Control of Cancer together with a complete set of the literature published by the Society. Replies to our letter are only beginning to come in, but one received from Massachusetts indicates that they are planning to republish this circular for general distribution in that state, and Florida has definitely stated that they will do so.

Activity of the Florida State Board of Health

We recently received a communication from Dr. Ralph N. Greene, State Health Officer of Florida, stating that they are preparing to reprint the medical handbook and also the U. S. Public Health Service circular; the first to be placed in the hands of each doctor of the state, the other to be liberally distributed to the public. This is the first instance in which a state has, so far, undertaken to reprint and distribute both these pamphlets, and in reply to our letter commenting on this fact and congratulating the Florida Department upon its advanced position in this respect, we received the following communication:—

"I beg to thank you for your letter of December 13th and we are pleased to note that we are in the lead of other State Boards of Health in the matter of giving publicity to the cancer problem.

The items mentioned in the form of "Fourteen Points About Cancer" have already gone to one hundred and fifty newspapers in the state of Florida.

During one month's correspondence this pamphlet will be enclosed in every letter sent out from every department of the State Board of Health.

I have directed our multigraph operator to prepare several thousand of the pamphlets for the physicians and they will be mailed out at once.

You may be interested to know that the State Board of Health contemplates ar-

rangements whereby indigent poor of the State may receive radium treatment at the expense of the State Board of Health.

We will be pleased to have you become active in the State of Florida and will render any possible assistance."

Yours sincerely,

(Signed) RALPH N. GREENE,
State Health Officer

Cancer Publicity by the Michigan Department of Health

Practically the entire December number of "Public Health," the monthly news bulletin of this State Department, was devoted to the subject of cancer. It is noted with pleasure that Dr. Olin, State Commissioner of Health, has drawn largely upon the publications and information distributed by this Society for the substance of this discussion. The U. S. Public Health Service circular is reprinted in full, as is our pamphlet entitled "Cancer—A Curable Disease," and the circular "Fourteen Points About Cancer." He has also used Dr. Wainwright's review sent out in connection with the medical handbook, and reprinted practically the whole of the first section of the book itself. He then includes "The Nurse and the Campaign Against Cancer," contained in our July bulletin and completes the material with a discussion of cancer in Michigan. In his editorial comment entitled "Our Cancer Number" after calling attention to the seriousness of cancer, and the lead which must be taken by medical men and scientists in the fight against this disease, he concludes with the following paragraph.

"We have gathered all the information possible in regard to cancer and incorporated it in this issue. The trouble with preventive medicine in the past has not been so much a poverty of information as a poverty of inclination. The indifference in the past of people to follow discovered light glooms the journey through life. Then, too, medical information has not always been written in common people's language. Public sentiment must be thoroughly aroused and organized. Scientific light on the cancer problem and public sentiment must go hand in hand, if we hope to realize any results toward the eradication of cancer. When the people really know what to do to get rid of cancer, we are sure they will do it.

If this issue of the bulletin is instrumental in any way in arousing interest, or can be found of any help in the destruction of the cancer menace, we will feel well repaid for our efforts."

Taken as a whole this number of "Public Health" should constitute a most valuable addition to the cancer educational campaign in Michigan.

The Georgia Commission

Following the excellent series of meetings arranged by the Cancer Commission of the Medical Association of Georgia last spring, which were addressed by Dr. Francis Carter Wood, and Mr. Frederick L. Hoffman of this Society, word received from the Chairman of the Commission Dr. J. L. Campbell, indicates that they have followed up this work throughout the year and are planning to duplicate their former program at the coming meeting of the State Medical Association next May. Dr. Campbell states that the Women's Club continues to show interest in the work, and that under the leadership of Dr. E. G. Jones, the state Association has arranged several public meetings which were well attended and that Dr. Jones himself has spoken on the subject of cancer control before the Rotary Club and at a number of meetings of local Medical Societies.

During the summer Dr. Campbell provided himself with the Society's lantern slides which he has not only found of great value in several lectures which he has delivered but has also loaned, together with our Lecture Outlines, to a representative of the Public Health Service.

Dr. Harvey R. Gaylord, Director of the State Institute for the Study of Malignant Disease, of Buffalo, has been invited to come down for the meeting of the State Medical Association and Dr. Campbell, in cooperation with Dr. C. H. Richardson, member of the State Cancer Commission from Macon, is arranging a meeting to be addressed by Dr. Gaylord in that city at the same time. This is all most encouraging and goes to show that the cancer control campaign in Georgia will not be allowed to lapse.

The Campaign in Ohio

Letters received from the Executive Secretary of the Ohio State Medical Association explain the plans being formed by the Committee on the Control of Cancer of the State Association, of which Dr. Andre Crotti of Columbus, is Chairman. Active work of this Committee was dropped while Dr. Crotti was in the Service, but upon his return plans for again taking up active work were made. Dr. Crotti has serving with him on this Committee, Dr. Charles E. Holzer, Gallipolis; Dr. Charles W. Moots, Toledo, Dr. John E. Monger, State Registrar, Columbus. The Committee now plans to carry on an intensive educational campaign by holding lectures not only before County Medical Societies, but also before gatherings of civil and welfare organizations. In preparation for this work and that the various speakers may cover the subject in a uniform manner, the Committee has requested fifty copies of the Society's Lecture Outline. Personal letters have also been received from the various members of this Committee requesting literature for distribution, and Dr. Moots has provided himself with the Society's lantern slides. The President of the State Association, Dr. J. F. Baldwin, is also taking an active part in the campaign by discussing the subject of cancer before County Societies in the central portion of the state.

The Massachusetts Health Committee

The educational work on the cancer control problem being done by this Committee continues to bear fruit. A communication from the Director, Mr. Charles E. Bellatty, states, that following an article on their cancer poster in the "Philadelphia Record" recently, ten requests for information regarding cancer were received. This demand for information was supplied by sending appropriate literature of the Massachusetts Department of Health and of this Society.

Additional notes of this character will appear next month.

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTER, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. II

JANUARY, 1920

No. 1

EXTENSION WORK PROGRESSING

Soon after accepting the Presidency of the Society, Dr. Charles A. Powers attended several conferences and meetings of the Board of Directors and Executive Committee, for the purpose of discussing future plans. He was authorized to proceed with the organization of state and local committees and to select leaders to carry on this work in the various centers. With his accustomed energy Dr. Powers has already succeeded in interesting several prominent leaders of the profession in this movement.

In reply to a letter on this subject addressed to Dr. Miles F. Porter, Chairman of the Indiana State Cancer Control Committee, Dr. Porter stated that he would be pleased to carry on this work in his state along lines previously adopted before the war. Work in this state was well organized at that time and Dr. Porter is at present corresponding with the State Federation of Women's Clubs with a view to reviving the campaign through the various women's organizations through the State. He introduced a resolution at the last meeting of the Association of Obstetricians and Gynecologists which was unanimously adopted, pledging the Association's support to this Society and urging the individual members to take a personal interest in this work. Dr. Porter has succeeded in enlisting the cooperation of the editors of all papers in Fort Wayne by personal interviews, and is planning to make use of these dailies for educational purposes.

One of the States in which nothing heretofore has been done in the way of organizing cancer control sentiment is West Virginia. In a recent letter in reply to Dr. Powers, Dr. Frank LeMoyne Hupp, of Wheeling, stated that he would gladly accept the chairmanship of a Cancer Committee in West Virginia, and would do his utmost to aid with this important work in that mountain commonwealth.

A similar letter was received from Dr. G. E. Armstrong, of Montreal, Canada, one of our newly elected Vice-Presidents. He replied that he knew of no such organization in Canada, though he had drawn attention to this fact editorially in their medical journal. Dr. Armstrong is keenly alive to the importance of this matter and said he would gladly approach some of his newspaper acquaintances with the idea of securing newspaper publicity.

Communications were addressed by Dr. Powers to the Surgeon Generals of the Army and Navy, asking whether lectures upon the early symptoms, diagnosis and treatment of cancer could not have a place in the public health instruction in these two branches of the service. A reply from Surgeon General Ireland, of the Army, stated that he hoped they would be able to accomplish something in this direction and that the matter was being taken up with General McCaw, President of the Army Medical School.

This all indicates most encouraging interest on the part of these officers and physicians, and

leads us to look forward to an ever widening influence of the Society's work.

A True Health Crusader.

One of the most thoroughgoing exponents of the value of information and knowledge in the field of preventive medicine is Dr. Joseph C. Bloodgood of the Johns Hopkins University a Director and member of the Executive Committee of this Society. This point was repeatedly stressed by him on two recent occasions; one, a Medical Clinic held about a month ago in Dallas, Texas, the other, the Social Unit Convention in Cincinnati. Speaking of the work of the Cancer Society Dr. Bloodgood stated that it has been trying for years to transmit a simple message to the people—namely, that information properly applied will prevent cancer as well as many other diseases; and that ignorance rather than fear is the cause of delayed discovery and treatment. The prime difficulty in the control of such diseases he stated to be lack of knowledge, due partly to the patient's own fault and partly to that of those who should function as instructors. The doctor and the nurse, he said, must become teachers as well as relief agents.

Following out this idea Dr. Bloodgood has prepared a brief "Circular of Information to Former Patients and Their Physicians." This circular which is a concise leaflet carrying the essential cancer control information is sent out to all of his former patients and their physicians; and those desiring further information are referred to this Society. If this practise were adopted by others in institutions of like nature, it would prove most valuable as an intimate method of imparting public health knowledge to all those with whom such correspondence was had.

The Campaign in New Hampshire

The Committee on the Control of Cancer of the New Hampshire Medical Society is shown on their letterhead as follows:— Dr. Fred E. Clow, Wolfeboro, Chairman; Dr. Howard N. Kingsford, Hanover, and Dr. Carlton H. Metcalf, Concord. A recent communication from Dr. Clow enclosed a partial report of the work done by this Committee and of that planned for the future.

At the last Annual Convention of the State Medical Society two papers on cancer were presented, one dealing with the problem in that state.

An address on cancer was delivered on "Health Day" at the Annual Meeting of the State Federation of Women's Clubs.

An address on the subject was given by Dr. H. C. Heffenger before the New Hampshire State Home Makers Association at Durham.

Dr. F. C. Clow presented the subject of Cancer before the Graduate Nurses Association at Concord.

Each County Medical Society of the State Association is to devote one meeting each year to a symposium on the subject.

An effort is being made to utilize the public press in a discussion of cancer, several articles having already been published.

Circulars on the subject of cancer furnished and distributed by the Metropolitan Life Insurance Company throughout the State.

Included with this report was a Special Bulletin of the State Board of Health of New Hampshire, bringing statistics of that state up to date. This bulletin contained a most unique cover page in the form of a coiled serpent so placed as to follow the general contour of the mortality curve. Above this serpent, the following caption appeared—"Health Authorities are Concerned over Increased mortality in Cancer," and below, "The Public must realize its responsibilities if we are to show any decrease." It is felt that the work in New Hampshire under the leadership of its Cancer Committee should result in an ultimate decrease in the death rate from this disease.

How Ohio is Delevoping its Campaign

In last month's Campaign Notes a general article on the state-wide campaign in Ohio being conducted by the Cancer Control Committee of the State Medical Association, under the leadership of Dr. Andre Crotti, was carried. Since then a more detailed report has been received with reference to this work from Mr. Don K. Martin, Executive Secretary of the Ohio State Medical Association and the following letter indicates how valuable such Committees

can be in the general educational movement for the control of cancer.

"As the preliminary part of a state-wide campaign the Committee on Control of the Ohio State Medical Association has completed a series of meetings among county medical societies and academies of medicine on the subject of cancer. Preliminary publicity is now being started to educate the laity looking toward a cancer week in Ohio the first week in April.

Dr. Andre Crotti, of Columbus, Chairman of the State Committee has divided Ohio into eleven districts and expects to appoint a supervisor for each such district in managing the details of the campaign. Dr. Crotti instructed me to ask you what posters or other kinds of literature or propaganda material you have available for general distribution. I will appreciate receiving samples of this material.

In order to insure a uniform presentation of the subject at the various meetings which will be held during cancer week we will appreciate receiving from you as many copies of the Lecture Outline No. 1 as you can spare up to 250.

It is the plan of Dr. Crotti's committee to start the campaign with a cancer Sunday, on which the subject will be briefly presented from the pulpits in the churches. During the week speakers from among the profession will appear at various group meetings including women's clubs, welfare organizations, chambers of commerce, Rotary clubs, etc. Any suggestions you may have will be appreciated."

Since receipt of this letter we are informed that a meeting of the eleven supervisors has been held and that each is most enthusiastic to carry this work on to a successful issue. A request for a quantity of our popular circular entitled "Fourteen Points About Cancer" for distribution at these meetings has been made, and fifteen thousands copies of the new public health circular on cancer have been received by the Committee.

"Health Weeks," designed to focus the attention of the public upon some particular phase of the general public health problem have been successfully conducted in many states and cities, and there appears to be no reason why "Cancer Weeks" carried on in this thorough manner should not meet with

entire success. Ohio is to be congratulated upon showing the way.

Health Departments Continue Active

One of the most important mediums of public health education is through the regular monthly bulletins of State and large city Health Departments. These publications are circulated widely through the medical profession, nursing organizations and welfare groups in the respective districts, and it is encouraging to see that editors of these bulletins are devoting more and more space to the cancer problem. This disease, along with others of adult life, is not included in the list of so-called "communicable diseases" with which health departments have heretofore largely interested themselves. It is fast becoming realized however, that these degenerative diseases are preventable and controllable and that the death rates resulting from them can only be decreased by imparting to physicians and to the lay public all the known facts concerning personal hygiene thus making it possible for them to recognize early symptoms and secure competent medical advice before the ailment has become chronic or advanced to a stage where successful treatment is impossible. Five such bulletins carrying cancer information have been received during the past month.

MASSACHUSETTS.

An article entitled "The Campaign Against Cancer" by Dr. Edward Reynolds Chairman of our Boards of Directors, appeared in "The Commonwealth," the bi-monthly bulletin of the Massachusetts State Department of Health. After stating that statistical evidence seems to show a decrease in cancer mortality in those localities where propaganda has been most active, the necessity for pathological examination of suspected cancerous tissue for the purpose of establishing an accurate diagnosis is stressed. Such examination is offered free to the profession of Massachusetts by the Harvard Commission for Cancer Research through the Commissioner of Health and Dr. Reynolds urges physicians to forward all such specimens to the Director of the State Diagnosis Service at the Medical School of Harvard University, Longwood Avenue, Boston.

After stating that the best hope of permanent cure of malignant disease is by recognition of early cancer, or even precancerous conditions, and their complete removal, he calls attention to the new handbook for the medical profession prepared by a special committee of this Society to meet this need. This booklet is being sent by the Commissioner of Health to each practitioner in the state in order that the profession may have the latest available information at hand for constant reference.

TORONTO, CANADA.

Dr. Charles J. Hastings, one of our Directors and Medical Officer of Health of Toronto, devoted about half of a recent issue of the "Health Bulletin" to this disease under the head of "Cancer—The Most Dreaded of All Diseases." After calling attention to cancer and accurately relating it as a cause of mortality to other important causes of death, and referring to the work being carried on by this Society he concludes his article by reprinting in full our circular No. 10, entitled "Cancer—A Curable Disease."

OHIO.

The "Ohio Public Health Journal" issued monthly under the direction of Dr. Allan W. Freeman, Commissioner of Health, constantly draws upon information sent out by this Society for cancer articles. The latest contribution of this kind was a reprint of our July issue of "Campaign Notes" which was devoted entirely to the renewal of our appeal to nurses to assist in the campaign of cancer education, entitled "The Nurse and the Campaign Against Cancer."

CALIFORNIA.

The November number of the California State Board of Health's monthly bulletin carried a three page digest of the new public health circular "Cancer—Facts Which Every Adult Should Know." The editor concludes his article with the following paragraph:

"While no one in particular can be said to be susceptible to cancer, it can truth-

fully be said that so far as is known no one is immune to it, and statistics leave no room to doubt it is on the increase. The time has come when the general public should be educated as thoroughly as in the nation-wide campaign for the control of tuberculosis."

LOUISIANA.

Several State Departments of Health send out an almanac on the first of each year. These are made up by presenting health facts, apothegms, rhymes, etc., appropriately arranged under each calendar month. As one of these items the eleven important facts about cancer, summarizing the new U. S. Public Health circular were used. This is an attractive, readable and very human document and can be secured by addressing the President of the Louisiana State Board of Health, Dr. Oscar Dowling, who is also one of our Directors.

United States Public Health Service Stereoptican Loan Library

A bulletin with reference to the loan of lantern slides of the U. S. Public Health Service has been received. As a set of cancer slides is now available the following information is transmitted: The slides are loaned to physicians, health organizations, educators, welfare workers and others, without cost. They should be selected by number and the request made upon the appropriate application blank. There is no arbitrary limit within which the slides are to be returned, but as the demand far exceeds the supply, it is requested that they be returned at the earliest possible moment. Stereoptican lanterns are not loaned but as the slides are standard size any lantern may be used. Slides broken by careless handling or packing must be replaced; ordered from the government contractor by the U. S. Public Health Service, the bill therefore to be paid by the borrower.

Photographs from which it is possible to obtain slides of public health interest will be gladly received and promptly returned.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. II

FEBRUARY, 1920

No. 2

NOTICE TO MEMBERS

In the November issue of "Campaign Notes" it was stated that the Society was about to launch a membership campaign feeling that this was the most effective way of securing new advocates of the cancer control movement and of spreading the hopeful message that cancer can be controlled if danger signals are recognized early and prompt treatment instituted. Since the Annual Meeting in November about two hundred new members have been added to the list. The Society now has about 700 members. That means that 700 people of the 100,000,000 in the United States are constantly receiving cancer control information and are thus equipped not only to take wise precautions against this disease in their own families, but also to disseminate similar knowledge among their friends and acquaintances.

The Society has accumulated and published enough information during the past six years to effect a material reduction in the mortality from this dread disease. The whole problem is one of spreading the known facts as widely as possible among the population and of encouraging the individuals to give heed and act promptly and intelligently when precancerous conditions are suspected.

For the first time since the organization of the American Society for the Control of Cancer our Census Bureau reports a decrease in the cancer death rate for two consecutive years, 1917 and 1918. This is most encouraging and we cannot help feeling that the influence of the Society is now beginning to show results.

But the good work must continue and expand; and in order that our present members may take a more personal part in the educational attack on this disease, we are asking that they assist by filling out the accompanying circular and returning it in the enclosed envelope.

The enclosed letter has been successfully used by some of our Directors to secure new members. It may be altered in any way desired and may be sent out by you or from the National Office.

SEE COPY OF THIS LETTER ENCLOSED. FILL OUT AND RETURN THE ACCOMPANYING BLANK, INDICATING CLEARLY HOW YOU DESIRE YOUR LIST USED.

ADDITIONAL FIELD NOTES

Dr. Powers Assured of Cooperation

Our President continues his activity in reviving interest in those states formerly active in cancer control work before the war and

stimulating popular interest in inactive states by encouraging new representatives to organize similar campaigns in their districts.

He has the assurance of Surgeon General W. C. Braisted, U. S. N., that the Society's literature will be placed in the hands of the Commanding Officer of the Naval Medical School for use with medical officers and has received the following communication from the office of the Surgeon General of the Army:—

“Dear Sir:

In reply to your letter of January 2, 1920, to General Noble referred by him to this office, I am directed by the Surgeon General to request that you send me the descriptive literature on the control of cancer which you referred to.

It is the intention of this office to include in the Medico-Military Review now being published semi-monthly by this office for the use of the Medical Department, an article on the control of cancer followed from time to time by short paragraphs on the early recognition of cancer to serve as occasional reminders.”

Very truly yours,

(Signed) J. F. SILER.

Colonel, Medical Corps.

In addition to this evidence of cooperation from the two branches of the Government Service, Dr. Powers has received enthusiastic letters from Drs. Rudolph Matas, J. F. Binnie, John G. Clark, and Johnathan Wainwright. Dr. Matas promises to assist Dr. C. Jeff Miller, State Chairman of the Louisiana Committee in any effective way suggested, while Dr. Binnie is planning similar cooperation with Dr. Frederick J. Taussig, Chairman of the Missouri Committee. Dr. Binnie has been recently elected President of the County Medical Society in Kansas City, and it is probable that a cancer control committee will be appointed in the Medical Society shortly, possibly to be designated also as the local committee of the National Cancer Society.

Dr. Clark in Philadelphia, is planning to associate with him, in reorganizing the work in that section of the state, Dr. Richard H. Harte and Dr. R. G. LeConte. The work in this state is certain to be well carried out under such excellent leadership and the Cancer Commission of the Pennsylvania State Medical Society, under the Chairmanship of Dr. J. M. Wainwright, will of course cooperate.

MEDICAL MEETINGS IN NEW ORLEANS, APRIL, 1920.

American Medical Association

The American Medical Association is to hold its Annual Meeting in New Orleans April 26-30. The Scientific Exhibit will be located on the third floor of the Hutchinson Memorial Building, the main building of the Medical Department of Tulane University on Canal Street between Villears and Robertson Streets.

This Society has been invited to prepare and display an exhibit on the control of cancer and at the last meeting of the Executive Committee it was voted to accept this invitation and application for space has been made.

We are planning two main parts for our exhibit. One is to consist of a parallel series of hand-painted posters, illustrating the proper and improper methods of treatment, contrasting careful diagnosis and expert treatment with its usual favorable results against careless self-medication and quack treatment with its almost invariably fatal results. Supplementing this series will be several new statistical charts, with

enough explanatory material to round out the exhibit. The other part of our proposed exhibit is to consist of an electrically driven automatic stereopticon machine, probably an attract-o-scope. This automatic projection machine will carry fifty lantern slides and will constitute a continuous, silent lecture on the subject. It is hoped to have at least three different sets of slides for this machine.

American Medical Editors' Association

The fifty-first Annual Meeting of the American Medical Editors' Association will be held at the Grunewald Hotel in New Orleans April 26-27, the same week of the American Medical Association meeting. Dr. Scale Harris, our Alabama Director, is President of this Association this year, and has requested that the Cancer Society present a paper on the subject of “Medical Journals and the Campaign against Cancer” at this meeting. At its last meeting the Executive Committee voted to accept this invitation.

NEW PUBLIC HEALTH SERVICE CHIEF

Dr. Hugh S. Cumming, of Virginia, has been appointed Surgeon General of the U. S. Public Health Service, to succeed Dr. Rupert Blue, whose term of office expired January 15, 1920.

Dr. Cumming was born in Hampton, Virginia, about fifty years ago and was graduated in medicine from the University of Virginia in 1893 and from the University College of Medicine, Richmond, in 1894. After serving as interne at St. Lukes Hospital at Richmond he entered the marine hospital service in New York City. Later he was stationed for a short time in San Francisco and from there was sent to Yokohama, Japan, where he was stationed for four years. Upon his return to the United States he was made quarantine officer at Hamp-

ton Roads, and after four years service there, he went to Washington to take up work in the bacteriological department of the Public Health Service.

Just prior to Dr. Blue's retirement from the Service he had arranged for a National Health Conference in Washington for the purpose of calling together all state health officials, national, and many local, official and lay health agencies to confer on the possibility of closer coordination of health activities. It is hoped that Dr. Cumming will appreciate the importance of such a movement and will proceed with this conference. This Society was among those invited by Dr. Blue to participate.

FLORIDA CHAIRMAN APPOINTED

After the receipt of recent information from the Florida State Board of Health to the effect that they were planning an active cancer control campaign the Chairmanship of a Florida Cancer Control Committee was extended to Dr. Ralph N. Greene, State Health Officer, Jacksonville. In our December number of "Campaign Notes" some of the more recent activities of Dr. Greene's Department in connection with this movement was given which led us to feel that he was the proper man to head such a committee in that state. Under date of February 9th

Dr. Greene accepted this office, and we feel sure that Florida will now come abreast the excellent standard set by her neighbors, Georgia and North Carolina, both of which are well organized for an aggressive campaign. Dr. Greene concludes his letter as follows:—

"The State Board of Health is planning some very active steps along the line of the control and prevention of cancer and by cooperating with you I feel that good results can be accomplished."

TWO STATES RE-ORGANIZED FOR INTENSIVE WORK

Massachusetts.

Information recently received from Mrs. E. M. Sturgis, Secretary of the Massachusetts Committee for the Control of Cancer, enclosed a list of fourteen local districts with the names of the Chairmen of each, and the Secretaries of those where such an officer had so far been appointed. These local branch officers were recently appointed by Dr. Edward Reynolds, Chairman of the Massachusetts State Committee, and a conference has been held for them to talk over the details of the state organization work. Following is the list of the local branches and officers of each:—

Beverly—Dr. P. P. Johnson, Chairman, 163

Cabot Street; Miss Sara Torrey, Secretary, 106 Cabot Street.

Brockton—Dr. S. W. Goddard, Chairman, 21 Goddard Avenue; Miss Clara Howard, Secretary, 21 Goddard Avenue.

Fall River—Dr. A. W. Buck, Chairman, 252 Pine Street.

Framingham—Dr. E. H. Bigelow, Chairman, 31 Pleasant Street; Dr. W. B. Howes, Secretary, 36 Henry Street.

Holyoke and Haverhill—Dr. F. A. Woods, Chairman, 238 Maple Street.

Lawrence—Dr. J. B. Bain, Chairman, 348 Haverhill Street.

Lowell—Dr. J. A. Gage, Chairman, 64 Centre Street; Mrs. H. P. Graves, Secretary, 270 Varum Avenue.

Malden—Dr. C. E. Prior, Chairman, 1 Mountain Avenue; Miss Alice Braley, 29 Hillside Avenue.

Quincy—Dr. N. S. Hunting, Chairman, 1136 Hancock Street; Mrs. S. W. Ellsworth, Secretary, 1 Monroe Road.

Salem—Dr. W. G. Phippen, Chairman, 31 Chestnut Street.

Springfield—Dr. E. A. Bates, Chairman, 55 Chestnut Street.

Waltham—Dr. Alfred Worcester, Chairman, 751 Main Street; Mrs. G. H. Bowker, Secretary, 12 Main Street.

Worcester—Dr. Homer Gage, Chairman, 8 Chestnut Street; Dr. Myrtle Smith, Secretary, Shrewsbury.

Indiana.

Dr. Miles F. Porter, Chairman of the Indiana State Committee, appears to be getting things well under way in that state. A list of six chairmen appointed by him in various districts of the state have been received which indicates that he plans to develop the campaign on a state-wide basis. In his letter reporting recent progress Dr. Porter requested 50 copies of the Society's Lecture Outline for distribution to lecturers in the various sub-committees of the state. These sub-committees are arranging to have the subject of cancer control discussed before a large number of gatherings of civic and welfare organizations, and Dr. Porter himself is arranging to have the subject given special attention at the coming meeting of the Indiana State Medical Society, expecting in this way to prevail upon the various county societies to become active in their respective communities. Dr. Porter is also providing himself with a set of our lantern slides for use in this work.

One of the first pieces of publicity undertaken was that of securing the publication of our little circular "Fourteen Points About Cancer" in the daily "News and Sentinel" of Fort Wayne. Dr. Porter was personally acquainted with the Editor of this newspaper and had no difficulty in securing this cooperation.

Dr. Porter states that the Indiana State Health Department will do anything in its power to advance this program in the way of publicity and the distribution of literature. Dr. J. N. Hurty, State Health Commissioner, requested a cancer poster to be prepared for Department use and our poster, which was put out in cooperation with the National Safety Council has been sent to Dr. Porter for this purpose. He assures us that this poster will be reprinted and distributed throughout that state.

The list of local chairmen appointed by Dr. Porter for Indiana are as follows:—

Elkhart—Dr. Claude F. Fleming, 125 Marion Street.

Bloomington—Dr. B. D. Myers, Medical Department, Indiana University.

Indianapolis—Dr. Charles P. Emerson, Dean, Indiana University School of Medicine.

Richmond—Dr. Charles S. Bond, 112 North 10th Street.

Lafayette—Dr. George F. Keiper, 14 North 6th Street.

Anderson—Dr. M. A. Mason.

In every case when lists of local chairmen such as these are received at the office, they are immediately put upon our mailing list for all subsequent literature, supplied with all available pamphlets, circulars, Lecture Outline, list of lantern slides, and a brief outline of suggested methods of organization and program of activities. The resources of this office are gladly placed at the disposal of all such state and local leaders, and a special letter head carrying the names of both the National Society's officers and Directors, and those of the local state committee is prepared for each state organization. The office welcomes the opportunity to assist these local committees in every possible way and would encourage Chairmen and Secretaries of such organizations to keep in close touch with the Central Office and to use it whenever it can be of service. We are at present engaged in preparing helpful suggestions of a practical nature pointing out the most direct and effective way of developing a local program through health departments, organized medical and nursing professions, welfare organizations, social workers, churches, lodges, clubs, etc., and from time to time will suggest press material which should be printed in local newspapers

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. II

MARCH, 1920

No. 3

NEW MEMBERS—250 SINCE ANNUAL MEETING

Approximately 250 new members have been secured since the Annual Meeting in November. This has been due almost entirely to personal activities of Mrs. Robert G. Mead, Chairman of the Finance Committee, and the members of our Board of Directors. Within the past few days 275 names of physicians have been received from Dr. Miles F. Porter, with the request that Mrs. Mead's latest appeal letter be prepared and forwarded to be signed and mailed out by him; a list of 90 from Dr. John Wesley Long, of prominent citizens in Greensboro, North Carolina; and a letter from Dr. Oscar Dowling, President and Executive Officer of the Louisiana State Board of Health stating that 100 of these letters have been sent out to physicians in that State. Dr. Harvey R. Gaylord, Director of the State Institute for the Study of Malignant Disease has asked us to prepare 600 more, which he is planning to send

out to all physicians in New York State, who have, or in the future will, send specimens to the Institute for the purpose of diagnosis. The results of these four groups of letters should bring in another hundred. This is all most excellent, and is a matter of the greatest encouragement to the Society, for the best index of healthy, consistent growth is represented by the number of new persons becoming interested and allying themselves definitely with the movement as members.

We earnestly urge that those members who have not yet filled out and returned the membership blank enclosed with the February issue of Campaign Notes, do so at their earliest convenience. Let everybody during the next few weeks become an active campaigner on behalf of the Society. Only in this way can we hope to keep pace with the post-war strides being made by other public health organizations.

INSTITUTE "PRINCIPE DE ASTURIAS" FOR THE INVESTIGATION AND STUDY OF CANCER

(Including a Brief History of the Development of the Cancer Control Movement)

The following article is a translation made from the Spanish newspaper, "El Sol," printed in Madrid. It was forwarded by Mr. Lakeman, former Executive Secretary of this Society, now Secretary of the Department of Organization of the League of Red Cross Societies, Geneva, Switzerland. The League now maintains a central bureau of information and international exchange in all matters relating to public health, and we trust that the Society may in this way be kept more closely in touch with allied bodies in foreign countries:—

At the suggestion of the eminent professor Ernst von Leyden and other conspicuous German physicians, there was founded in Berlin, in February, 1900, a committee for the investigation of cancer, which in 1906 became a Central Committee. Since March 1907 it is known as the Central German Committee for the investigation of cancer, for in the meantime, other committees had been organized in different parts of Germany.

As early as 1901, also at the initiative of Dr. von Leyden, the organization of an Institute

for the study of cancer had been attempted. Plans materialized in 1903, whence the Institute was organized as a special section of the first surgical clinic of Berlin.

Spain was the first country after Germany to organize a committee for this noble and humanitarian study. It was initiated by Dr. Hans Leyden, late attache to the Imperial German Embassy at Madrid.

In Great Britain, in 1902, the Imperial Cancer Research Fund was organized with the eminent professor Bashford at its head.

Since then National Committees have been founded in every civilized country. They all cooperate with the International Association for the Investigation of Cancer (*Internationale Vereinigung fur Krebsforschung*) and came into being in the following order: Hungary, Portugal, Denmark, United States, Greece, France, Russia, Sweden, Japan, Italy, Belgium, Holland, Switzerland and Norway.

In several of these countries institutes for the study of cancer were organized, as independent agencies or as special sections of other centres for research. In Heidelberg, Germany, this work is carried on by a private institution, the "Samariterhaus," headed by Prof Czerny, who died during the war; in Frankfurt, the Royal Institute for Experimental Therapeutics (*Königliche Institut für experimentelle Therapie*) which was headed by the late illustrious Dr. Paul Ehrlich, maintains a section for the study of cancer. In London there is the Laboratory for the Investigation of Cancer in the Middlesex Hospital; in France, The Cancer Section of the Pasteur Institute; in Russia, the Morosoff Institute of Moscow; in the United States there exist research laboratories for the same purpose in Buffalo, St. Louis, New York and Boston.

The Spanish Committee commenced its work in 1909, under the guidance of Doctors Salazar and Bejarano, of the Public Health Service, and with the cooperation of the Committee, composed at that time of Messrs. Pulido, Jimenez, Bravo, Cospedal, Leyden and Lopez-Duran. The direction of the research was confided to the late Dr. Cervera, who, sometime before and at his own expense, had founded and managed a laboratory for the study of cancer at the "Instituto Rubio."

*The Spanish pesetas is normally worth 19.3 cents.

The Spanish Committee joined the International Association that year. The item of the budget of the Ministry of the Interior devoted to the Inspection of Schools and study of cancer included 4,000 pesetas* for the laboratory of the "Instituto Rubio," and 1,000 pesetas for the Committee, to cover its dues to the International Association of Berlin.

The Committee has designated Dr. Pulido as Honorary President, and Drs. Bejarano and Martin Salazar as President and Vice President respectively.

Later the Committee approved a draft of regulations for a Spanish Association for the study of cancer and, at the proposal of Dr. Pulido, the idea of erecting a special building was accepted. The Committee approved the plans drawn up by the architect after the sketch made by Mr. Lopez-Duran, and the corner stone was laid in 1910.

Thanks to the perseverance, energy and interest shown by the Committee, and to the annual subsidy of 25,000 pesetas granted by the Ministry of the Interior, the building now known as the "Principe de Asturias" institute was finally completed. It is located in the Moncloa district next to the "Instituto Rubio."

The Spanish Committee, desirous of getting together expert personnel for the study and investigation of cancer, announced the creation of two foreign scholarships to be granted in public competition. Drs. Luis R. Illera and F. Coca won the scholarships and were sent to France and Germany to perfect their knowledge of cancer.

The "Instituto Principe de Asturias" is placed under the direction of a committee composed as follows:—

Honorary Presidents; Drs. Pulido and Cor-tezo.

Chairman: Dr. Martin Salazar.

Secretary: Dr. Tello.

Trustees: Messrs. Jimenez, Gonzalez Bravo, Bravo Coronado, Cospedal and Goyanes.

The latter is chief of the Clinical Section. Dr. A. Madinaveitra is Chief of the Section of Biological Chemistry, Drs. Ceniga, Gutierrez, Noya and Marina were appointed assistant surgeons.

The Institution is exclusively devoted to the study and investigation of cancer, or, to be

more precise, of the neoplasia. It comprises several sections. The clinical section is installed in two halls, where the destitute patients, men and women, are attended free of charge. There is a splendid operating room, with annexed aseptic, sterilizing and anaesthetic services, baths, dining-rooms, cloak-rooms, nurses' room, etc., and other rooms for special purposes.

The Policlinical section comprises the room for consultations, dressing rooms, x-ray and radiology laboratories, thus making the treatment available to ambulant patients.

The Laboratory provides for Pathologic Anatomy, Bacteriology, Biological Chemistry, and class-rooms.

The Experimental section includes a room for animal operations, stalls in which they are kept, etc.

The Institute constitutes a section of the Department of Public Health of the Ministry of the Interior, for the control of cancer, which is, like tuberculosis, a social disease, and must depend on that Ministry and directly on the Public Health Service.

The Spanish Committee directly connected with the International Association of Berlin, is entrusted with the conducting of this national campaign, which takes in the following points:--

1. Compilation and study of statistical facts gathered on the morbidity and death-rate caused by cancer and other malignant tumors. This study is particularly interesting in Spain, owing to the climatic, geological and alimentary differences presented by the country.

2. The statistical study of the figures furnished by the records of vital statistics and the life insurance companies. The latter are especially useful on account of their completeness and because of the hereditary facts registered therein.

3. The investigation of the etiology of cancer in its clinical aspect, with reference to the occurrence of the illness according to age, sex, social condition, diet, etc., and the frequency of localization according to the various organs and structures.

4. The study of pre-cancerous illness, the results of which are to be presented to the medical profession and laymen, for the purpose of utilizing such information, to diminish the incidence of cancer.

5. The dissemination broadcast of pamphlets

containing information about the symptoms manifest in each organ, and which may indicate the initial phase of the disease.

6. The exposition of the general and individual prophylactic methods to be applied as regards professions, trades, industries, etc., which may prevent or diminish the incidence of pre-cancerous and cancerous lesions.

7. The exhaustive study of Pathologic Anatomy and Bacteriology, with respect to cancer and to the patient himself.

8. The Biologic Chemistry of cancer, with the numerous correlated problems of serology, immunity, etc.

9. Experimental investigation of cancer on animals, by means of inoculations, grafts and transplantations, which have so deeply interested the medical world in recent years.

10. The "in vitro" culture of cancerous tissues, to perfect the knowledge of the biology of cancer cells and their metabolic capacities.

Thus the Institute represents the focus or centre of the Committee's endeavors and its importance cannot be overestimated, if thought is given to the high death-rate caused by cancer, its progress in most European countries, its spread among all classes and at every age, and its results as regards the family and the patient. Medical science must redouble its efforts to determine the still obscure causes or agents of the disease and the perfecting of the therapeutic methods applicable to it.

It is therefore seen that the object of the Institute is twofold. It is at one and the same time a centre of research and a benevolent undertaking. Furthermore, it would tend to give concreteness to a group of medical studies which might be brought under the heading of "Cancerology," or, to be more comprehensive and scientific, of "Oncology."

The organization of courses and clinical demonstrations, of lectures in Pathologic Anatomy and Chemistry of cancer and the solving of experimental problems connected with it will constitute the practical effort of the Institute.

But this task and the maintenance of the Institute cannot be carried out without the necessary means of supporting it. At present the resources are reduced to the subsidy of 25,000 pesetas, granted by the Ministry of the Interior. In this emergency the assistance of the Government authorities had to be sought. Sr. Garcia

Prieto, Minister of the Interior, assigned the sum of 75,000 pesetas in the national budget. Dr. Gimeno, who succeeded him, increased this amount to 100,000 pesetas. Likewise Sr. Maura, then President of the Cabinet, obtained the inclusion of 15,000 pesetas in the budget of the Ministry of Public Instruction. To all these I express my most sincere thanks.

It must be hoped that these items will not be disregarded in future budgets. Later, when

the Institute has commenced its work, we shall request the material and moral assistance of the well-to-do classes to aid in establishing endowed beds in the same way as is customary in the "Instituto Rubio."

I am very hopeful of the altruistic feelings shown by your educated classes towards their fellow men.

DR. J. GOYANES.

San Rafael, September, 1919.

THE SWISS CANCER CONTROL SOCIETY

In the second issue of "Campaign Notes," February, 1918, an article on the special investigation being conducted by the Swiss Association for Combating Malignant Disease was carried. This article stated that a circular letter was being sent out to Swiss doctors, together with a questionnaire asking for statistical and clinical information in regard to all fatal cases of cancer of the breast. This investigation followed quite closely that of this Society in securing similar information through hospital reports and records of Life Insurance Companies with respect to cancer of the breast and of the buccal cavity.

A recent communication from Mr. Lakeman, enclosed the following translation of an article which appeared in the book review column of the "Geneva Tribune," concerning a new pamphlet just published by the Swiss Association entitled "How to Fight against Cancer":

Such is the title of a work published by the Swiss Association for the fight against cancer.

It is the text of lectures given at l'Aula de l' the Universite' in March, 1918, by Professors Askanazy and Kummer, and Doctors R. Koenig and Ch. DuBois.

This pamphlet edited in a spirit of true philanthropy contains a clear account, easily intelligible to all, of current scientific data concerning the very vital question of cancer, the terrible enemy of humanity.

The more one knows ones enemies. the better one can defend oneself against them. The authors have pointed out the necessity of diagnos-

ing as soon as possible all cases of malignant tumors, since though at the beginning they are only a localized affection, later on they have a tendency to spread and little by little invade the whole human organism.

In many cases it is delay which endangers the success of the cure, and the failure of delayed treatment can be likened only to the failure of an army whose arrival has long been expected and whose weapons have finally shown themselves useless to arrest the progress of the scourge, even if they have not actually accelerated it.

Professor Askanazy speaks of the anatomical nature of cancer, and of its formation, and reviews the currently accepted hypotheses in regard to its predisposing and determining causes. Professor Kummer gives a sketch of the clinical aspects of cancer and its treatment, as well as the clinical signs for diagnosis.

Dr. Koenig speaks of cancer among women from the clinical and therapeutic point of view. Finally Dr. DuBois gives an account of cancer of the skin and its treatment.

The four authors of this pamphlet are unanimous in testifying to the progress made by modern science in the campaign against cancer, and of the necessity of reaching by all clinical and anatomical means its early diagnosis, which is the best guarantee of an effectual cure. It is hoped that the writers may be rewarded for their praiseworthy and useful work by the dissemination of this book, whose moderate price, which is far from covering the cost of publication, testifies to its strictly philanthropic character. The pamphlet is on sale at the 'Librairie Kundig.'

CAMPAIGN NOTES

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Vol. II

APRIL, 1920

No. 4

"CANCER WEEK" IN NEW YORK CITY

At a recent meeting of the Executive Committee it was voted to conduct a preliminary "cancer week" in New York City at such time during the spring as to take advantage of available meetings of New York City medical organizations which might be willing to cooperate. Arrangements have been made for such cooperation with the New York Academy of Medicine, and the New York County and Kings County Medical Societies, for the last week in May. In addition to these professional meetings, most of which will be open to the public, it is planned to hold a large number of lay meetings addressed by medical men, thoroughly equipped to present the subject in popular terms. Dr. Frederick T. van Beuren, Jr., one of our Directors, has kindly consented to get together a group of approximately twenty-five

physicians for this purpose. Steps are being taken to arrange such popular lectures before Parents' Associations in the Public Schools, congregations in the various churches and other groups.

As a result of this small beginning we hope later to conduct similar campaigns not only in this city but throughout the country, and it is hoped that this "cancer week" may result in the organization of a strong New York City Cancer Control Committee of this Society. With such a Committee functioning permanently it would be possible to work out the details of a thorough-going campaign reaching all groups of the cities life from year to year, as well as to conduct smaller campaigns through specific groups continually.

\$250,000 FOR THE PURCHASE OF RADIUM

There is at present before the New York State Legislature a measure known as "A Bill Appropriating \$250,000 to the State Institute for the Study of Malignant Disease for Purchase and Use of Radium." This bill was introduced by Senator Gibbs in the Senate, and Assemblyman Seelbach, in the Assembly, on behalf of Dr. Harvey R. Gaylord, one of our Directors, and Director of the State Institute at Buffalo, New York. The bill is at present before the Appropriations Committee of which Senator Sage is Chairman, for consideration.

At a recent meeting of the Executive Committee of the Cancer Control Society, a resolu-

tion in support of this measure was adopted, and letters signed by the Chairman were addressed to the Chairmen of the respective committees on both sides of the Legislature, urging that this bill be reported favorably and passed in the interest of state economy and public health. The three points stressed in these letters were as follows:

- (a) That radium is now accepted as a valuable therapeutic agent in the treatment of cancer, and that the State Institute should be granted this appropriation in order that it might be in a position to carry on scientific experimental work as

a research laboratory in working out the detailed technique of treatment.

- (b) That because of the small amount of this substance available and the probability of the market price advancing, it was urged that New York state supply itself with this quantity of the material before it increased further in price and in order that citizens of New York State might secure radium treatment at home rather than be obliged to go elsewhere for it.
- (c) That there was grave danger of what little radium is now in existence falling into the hands of commercial agents, to be exploited by them as has been the

case with certain serums, vaccines, and other biological products.

Our latest information is to the effect that this bill passed the Senate on March 30th, but has not yet moved from the Assembly Committee.

Each member of the Society living in New York State is urged to write immediately in support of this measure to Assemblymen August Seelbach, Chairman, Committee on Ways and Means, The Capitol, Albany, New York. As the present session of the Legislature is nearing its close and no final action has yet been taken on this bill, in the Assembly, it is imperative that any such letters be written at once.

NEW POPULAR HANDBOOK ON CANCER

Just prior to the entrance of the United States into the world war the Advisory Council of the Society appointed the following special committee to supervise the preparation and distribution of a handbook on cancer, for circulation among public health workers and the laity; Dr. Francis Carter Wood, Director of Cancer Research of the George Croker Special Research Fund, Columbia University, New York City, Chairman; Dr. James Ewing, Professor of Pathology at Cornell University Medical College and Director of Cancer Research at Memorial Hospital, New York City; Dr. Harvey R. Gaylord, Director of the New York State Institute for the Study of Malignant Disease, Buffalo, New York; Dr. E. E. Tyzzer, Professor of Comparative Pathology and former Director of the Cancer Commission at Harvard University, Boston, Massachusetts; and Dr. Frederick L. Hoffman, Third Vice-President and Statistician of the Prudential Life Insurance Co., Newark, New Jersey.

After unavoidable delay due to the war this committee completed its work and submitted the revised final draft to the Advisory Council for critical review, and after all possible suggestions had been incorporated, the material was accepted and ordered published with the endorsement of the Council, and in the name of the Society on June 4th, 1919.

Soon after completion and while waiting the reorganization of the Society's work following the war and the necessary readjustments inci-

dent upon the resignation of Mr. Lakeman and the appointment of the new Executive Secretary, a request was received from the New York State Department of Health for a series of papers relating to the subject of cancer and its control for a special cancer number of its monthly publication "Health News". As the material contained in the new booklet was exactly of the nature of the article required it was decided to comply with this request by allowing the Health Department the privilege of using this material for their cancer number. The first printing of this pamphlet, therefore, came out as the February, 1920, issue of "Health News", an edition of 20,000 being printed for circulation among physicians, health officers, legislators, public officials, and welfare agencies of New York State.

Similar use is to be made of this material by the New York City Department of Health which plans to issue this booklet as a special monograph on the subject of cancer. It will go out to a special mailing list of public health and welfare workers and general libraries, not only in New York City, but in all the large cities of the country.

The Central Office will soon have its own edition of this handbook for distribution and has secured figures for reprints. As soon as copies are available a circular letter will be sent to all state and large city health departments urging them either to secure reprints or to print the booklet themselves for their own distribution.

ORGANIZATION OF THE NEW ENGLAND DISTRICT

At the invitation of Dr. Powers, President of the Society, Dr. Robert B. Greenough, of Boston, Massachusetts, has accepted the Chairmanship of the New England Committee for the Control of Cancer. It has been thought for sometime that the country might advantageously be divided into districts with the idea of placing the work in the various natural geographical divisions under direct leadership of some one responsible leader, who should preferably be a Director of the Society. The work in Massachusetts has been well organized in the past and much excellent work has been accom-

plished through the personal interest and activity of Dr. Reynolds and his colleagues, among the most active of whom has been Dr. Greenough. As Chairman of the New England Committee, Dr. Greenough is empowered to appoint state and local sub-committees, with their Chairmen and Secretaries. He has already taken steps to effect a district organization and has supplied himself with the Society's publications, lecture outline, list of lantern slides, stationery, etc., and we look forward with the keenest anticipation to a successful campaign under his leadership.

WEST VIRGINIA ORGANIZES

In the January bulletin it was stated that Dr. Frank LeMoyne Hupp, of West Virginia, had accepted the Chairmanship of the Cancer Committee in that state. Since then Dr. Hupp has sent in a list of ten division chairmen which constitute the West Virginia Committee, each commissioned to organize the campaign in his particular district. This committee is as follows:

Dr. John E. Cannady, Charleston Division
Dr. W. H. St. Clair, Bluefield Division.
Dr. Chester R. Ogden, Clarksburg Division
Dr. W. W. Golden, Elkins Division
Dr. Carter S. Fleming, Fairmount Division
Dr. J. Ross Hunter, Huntington Division
Dr. Charles S. Hoffman, Keyser Division
Dr. John M. Simpson, Morgantown Division
Dr. J. Howard Anderson, Marystown Division
Dr. Mary V. McCune Rossy, Martinsburg Division (Shenendoah Valley Sanitarium).

Dr. Hupp further stated that he had selected his local committee for Wheeling and that work had already begun. This shows most commendable promptness on the part of Dr. Hupp, and we are looking forward with interest to the development of the West Virginia campaign.

It is quite evident that this committee will have most valuable cooperation. The latest number of the West Virginia State Department of Health's bulletin edited by Dr. S. L. Jepson carried three cancer articles under the following titles: "About Cancer"; "What We Know About Cancer"—a handbook; and "An Unsolicited Testimonial on the Value of Cancer Education."

We are also informed that the West Virginia Medical Association is to hold a conference on cancer at its annual meeting to be held in Parkersburg about the middle of May.

DR. WINSLOW AND CANCER

Dr. C.-E. A. Winslow, Professor of Public Health at Yale University, one of our Directors, recently delivered the annual address of the Vice-President and Chairman of Section K—Physiology and Experimental Medicine of the American Association, for the Advancement of Science, at St. Louis. The title of the address was "The Untilled Fields of Public Health."

In the course of outlining high points in the ever widening public health field, and calling

attention to the new subjects of public health administrative interest he spoke as follows:—

"If it is good public policy to provide for the school child whatever machinery is necessary to make possible the attainment of a reasonable standard of physical health, it is difficult to see why the same arguments do not apply to the adult as well. As a matter of fact exactly the same tendencies to provide (a) diagnosis, (b) hygienic advice, (c) treatment when necessary,

are already manifest in our tuberculosis clinics and our venereal disease clinics, and are beginning to develop in connection even with diseases of the heart and arteries and cancer. If it is sound economy to provide for the early diagnosis and sanatorium treatment of tuberculosis, it is just as sound to provide for the early diagnosis and surgical treatment of cancer. The two diseases are equally dangerous, and equally burdensome to the community; they are equally preventable, if the right educational and clinical procedures are organized for their control."

It is interesting to note that Dr. Winslow's vision of what lies before us in the field of preventive work in connection with this disease is directly in line with action taken by the Executive Committee at one of its recent meetings. Following the experiment of providing travelling tuberculosis clinics which was carried out by the New York State Department of

Health throughout the state during the past summer, steps are now being taken to conduct a similar series of clinics on cancer during the present year. This will tend not only to disseminate information on the subject of cancer control, but will make available a group of expert consultants, to whom physicians may bring or refer their patients, or to whom those either suffering from cancer or suspecting precancerous conditions may come for advice. The present scheme suggested by Dr. Hermann M. Biggs, State Commissioner of Health and one of the Directors of this Society, is for a cooperative campaign, conducted jointly by the New York State Department of Health, the New York State Institute for the Study of Malignant Disease, and this Society. Dr. William E. Studdiford has been appointed by the Executive Committee to confer with Drs. Biggs and Gaylord for the purpose of working out the details.

NEW JERSEY STATE ORGANIZATION FOR PUBLIC HEALTH NURSING

The above organization with Mrs. L. J. Gemmell, of East Orange, as President, represents a powerful group of nurses in New Jersey, interested in all phases of public health nursing. The organization holds four meetings each year with a varied program of public health topics. Its next meetings is to be held in the rooms of the Newark City Health Department, Saturday, April 24th at 2 p. m. This Society recently received an invitation from Mrs. Gemmell for a

speaker on the subject of cancer control, at this conference, and Dr. W. Bayard Long, attending Dermatologist at St. Luke's Dispensary and Associate in Radiology at Columbia University, has consented to take this assignment. One hundred and fifty copies each of the "Fourteen Points About Cancer" and the bulletin "How the Public Health Nurse Can Help to Control Cancer" have been forwarded to Mrs. Gemmell for distribution at this meeting.

AUG 6 1920

CAMPAIGN NOTES

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Vol. II

MAY, 1920

No. 5

CANCER CAMPAIGN NUMBER

Organizing the Campaign

When this campaign was decided upon by the Executive Committee, it was thought best to restrict our efforts to the holding of a large number of cancer meetings for the profession, nurses, and the lay public. It was realized at that time that this campaign would be more or less in the nature of a demonstration and an opportunity to learn for the future benefit how to conduct such an undertaking, and it was therefore not thought wise to include professional operative clinics, large exhibits, or other features, which might logically be included in this kind of work. It was realized further that the last half of May was rather late in the season for lectures of a public health character, but rather than delaying longer, it was thought best to carry out the experiment this Spring, and with this as a basis to prepare during the summer for a continuation of the movement in this city, next season. Arrangements were made with the four medical organizations to have the subject of cancer presented at their May meetings which were the last to be held before the summer recess. Through the hearty cooperation of Dr. George D. Stewart, President of the New York Academy of Medicine, Dr. Charles H. Chetwood, President of the New York County Medical Society, Dr. Arthur H. Bogart, President of the Kings County Medical Society, and Dr. Arthur D. Jaques, President of the Queens-Nassau Medical Society, appropriate programs were arranged.

As one of the most useful groups through which to disseminate cancer control information is the nursing profession, the seventy-one hospitals in New York City were written to asking that they hold a special cancer lecture for their

pupil and graduate nurses sometime during the campaign from May 18th-29th. Several of these institutions replied that such instruction was given regularly to their nurses on stated dates; some before, and some after this period. Twelve hospitals however, agreed to hold such lectures at this time.

In addition to these professional meetings and special lectures for nurses, it was determined to hold a large number of public meetings. The Kings County Medical Society, through Dr. Bogart, offered the use of its auditorium for one, and the Church of the Nativity, in Brooklyn, arranged a special meeting for its congregation. In order to serve all parts of the greater city, however, it was finally decided to hold the bulk of these popular meetings in the high schools. These schools were well distributed geographically, and through the cooperation of Dr. William L. Ettinger, Superintendent of Schools, twenty of these buildings were selected, two meetings to be held in those in the Boroughs of Manhattan and Brooklyn, and one each in the Boroughs of the Bronx, Queens and Richmond.

In announcing these meetings several different methods were pursued. In the first place, a letter enclosing a complete schedule signed by Dr. Ettinger and Dr. Royal S. Copeland, Commissioner of Health, was sent out to 612 High and Grammar School Principals, and to the Presidents of 84 Parents' Associations. Another, signed by Dr. Copeland and the Executive Secretary was sent to 955 clergymen in the five boroughs of the city, and our own New York City members were likewise notified. In addition to this the weekly bulletin of the Department of Health carried a two-page announce-

ment with the complete schedule and the Labor Sanitation Conference of Greater New York, through the kindness of Dr. Louis I. Harris, Medical Advisor, and Delegate E. C. Rybicki, secured the insertion of an announcement in the weekly Report of the Central Federated Union, which reaches 350,000 members. A post card announcing the special public meeting in the auditorium of the Kings County Medical Society was also sent out to 350 executives of public health agencies in the city.

Our newspaper publicity was taken over by the Department of Health Service of the New York County Chapter of the American Red Cross. This cooperation was effected through Mr. George R. Bedinger, Director of the Department, and was handled by them through a professional advertising and publicity man, with newspaper experience. These appeared to us as the most appropriate methods of calling these meetings to the attention of the public.

Meetings During the Campaign

The special Cancer Programs arranged with the various medical organizations were as follows:

ORGANIZATION	SPEAKER	TITLE OF PAPER
New York Academy of Medicine	Dr. Harvey R. Gaylord, Director of the State Institute for the Study of Malignant Diseases, Buffalo, N. Y.	"Less Familiar Problems of Cancer."
"	Dr. Howard Lilienthal, Attending Surgeon at Bellevue and Mt. Sinai Hospitals, N. Y. C.	"Cancer from the Standpoint of the Clinical Surgeon."
Medical Society of the County of Kings	Dr. Harvey R. Gaylord, Director of the State Institute for the Study of Malignant Diseases, Buffalo, N. Y.	"Present Status of the Cancer Question."
"	Dr. John O. Polak, Prof. of Obstetrics and Gynecology at Long Island College Hospital, Brooklyn, N. Y.	"Cancer of the Uterus and Breast."
"	Dr. Otto V. Huffman, Dean, Long Island College Hospital, Brooklyn, N. Y.	"Diagnosis of Internal Cancers."
New York County Medical Society	Dr. Robert B. Greenough, Director, Harvard Cancer Commission, Boston, Mass.	"The Relation of the Medical Profession to the Campaign for the Control of Cancer."
"	Dr. James Ewing, Director of Cancer Research, Memorial Hospital, New York City.	"The Aims and Methods of Cancer Diagnosis."
Queens-Nassau Medical Society	Dr. Robert B. Greenough, Director, Harvard Cancer Commission, Boston, Mass.	"Cancer Control and the Medical Profession."

This series of meetings was an entire success. The addresses were all most interesting and instructive, and the attendance good. Seven hundred and fifty medical men heard these various papers. The Society's new cancer exhibit was on display at the meetings in Manhattan and Brooklyn, and met with most favorable com-

ments. The "handbook for the medical profession" was also distributed to those present.

Hospital Meetings for Nurses

The following hospitals cooperated with the Society by holding special cancer talks for their nurses:—

Hospital	Lecturer
Beth David	Dr. James T. Pilcher
Beth Israel	Dr. Charles Goodman
Lebanon	Dr. Henry Roth
Lincoln	Dr. Seth M. Milliken
Mt. Sinai	Dr. Howard Lilienthal
New York Post	Dr. George S. Willis
Graduate	
People's	Dr. W. Bayard Long
Prospect Heights	Dr. J. Denton Shea
St. Catherine's	Dr. Frank E. Adair
St. Luke's	Dr. W. Bayard Long
St. Mark's	Dr. Henry C. Coe
St. Vincent's	Dr. Philip MacGuire

The Presbyterian, Lenox Hill, Knickerbocker and Roosevelt Hospitals have replied either that they have already held such meetings or will do so in the near future. Reports received both from the lecturers and hospital authorities indicate that these lectures were very valuable and well received. A typical letter from one of these hospitals ran as follows:

May 27, 1920.

"The American Society for the Control of Cancer,
25 West 45th Street, N. Y. C.

Dear Sirs:

I am pleased to inform you that the Executive Committee, at their meeting yesterday unanimously passed a vote of thanks to the American Society for the Control of Cancer and Dr. Henry C. Coe for the lecture given to the nurses on May 20, 1920.

Very truly yours,

(Signed) Maximillian M. Ruttenau,
Auditor and Director of Theoretical Instruction, St. Mark's Hospital, N. Y."

Fully seven hundred nurses heard these lectures in the twelve hospitals, and each one present was given a copy of the Society's special bulletin for nurses entitled "How the Public Health Nurse Can Help to Control Cancer."

Many favorable reports have been received on both these addresses. Those present were rather more critical than those who attended the other public meetings, due to the presence of physicians and public health workers who availed themselves of the opportunity of hearing these papers.

As a part of the illustrated material used by Dr. Wood, the Society's set of new lantern slides of the cancer exhibit were shown.

Public Meetings

Meeting in Auditorium of the Kings County Medical Society.

This meeting was arranged in cooperation with the Medical Society, the program being as follows:—

Dr. Francis Carter Wood, Director of the George Crocker Special Research Fund, Columbia University, N. Y. C.

"The Menace of Cancer."
(Illustrated)

Dr. William Francis Campbell, Prof. of Clinical Surgery, Long Island College Hospital, Brooklyn, N. Y. C.

"Simple Facts About Cancer Which the Public Should Know."

Meeting in the Church of the Nativity

This was a special illustrated lecture given by Dr. Raymond P. Sullivan, one of our Brooklyn lecturers. Dr. Sullivan used the Society's lantern slides to illustrate his talk and states that he enjoyed most enthusiastic and sincere cooperation from the Reverend J. L. Belford, Pastor of the Church, who arranged the meeting. There were four hundred and fifty persons present.

Meetings in Schools

Manhattan (two meetings in each school)

School	Lecturer
De Witt Clinton High	Dr. Dudley H. Morris Dr. F. W. Bancroft
Public School No. 62	Dr. John Carl Gerster Dr. John W. Warner
Stuyvesant High	Dr. Ransom S. Hooker Dr. Seward Erdman
Wadleigh High	Dr. Condict W. Cutler, Jr. Dr. W. F. Cunningham

Brooklyn (two meetings in each school)

Brooklyn: (two meetings in each school)

Bay Ridge High	Dr. Raymond P. Sullivan (Other meeting cancelled)
Bushwick High	Dr. Onslow A. Gordon, Jr.
Commercial High	Dr. Frank E. Adair Dr. H. Beeckman Delatour
Eastern District High	Dr. Henry G. Webster Dr. Raymond P. Sullivan
Erasmus Hall High	Dr. J. Sturdivant Read
Girls' High School	Dr. James T. Pilcher
Manual Training High	Dr. William Brinsmade

Bronx

Evander Childs High
Dr. William B. Parsons, Jr.
Morris High
Dr. Allen DeF. Smith

Queens

Bryant High, Long Island City
Dr. T. A. Lehman
Far Rockaway High
Dr. Frank P. Hatfield
Flushing High
Dr. J. S. Thomas (lecture cancelled)
Jamaica Training
Dr. Martin N. Kittel
Newtown High, Elmhurst, L. I.
Dr. E. Welles Kellogg
Richmond Hill High
Dr. L. H. Moss

Richmond

Curtis High, New Brighton, S. I.
Dr. A. H. Thomas

These school meetings during the first three days were anything but a success. The attendance was deplorably small due to a combination of circumstances. In the first place, our notices to churches were evidently delayed in the mail, for instead of being received on Saturday as we had planned, they did not reach their destinations until Monday. The notices which went to principals of Schools to be announced by the teachers to the pupils asking them to tell their parents about the meetings, did not appear to have much effect. This was doubtless due in part to the shortness of time, and also to postal delays, for we learned afterward that some of these notices did not reach the principals until after the 18th. It is quite probable that we would have had much better results if we had had sufficient time to sub-divide this schedule of meetings, sending to schools and churches only those portions which referred to meetings in their immediate vicinities. Also, we should have allowed for the printing of these notices in the bulletins of churches which print weekly announcements. Another unlooked for disappointment resulted from the fact that the newspapers did not print these schedules as sent them, but, due to lack of space, unusual amount of political and foreign news and scarcity of print paper, the schedules as carried by the papers were entirely useless, no specific dates

on which the various meetings were to be held in these schools, being used.

As soon as these things were discovered immediate steps were taken to correct them. The schedules were divided up and only the daily programs sent out to the newspapers. We then went into the hand-circular and bill-posting style of publicity. About twenty thousand hand circulars carrying the complete schedule were printed and taken to the schools and given to the pupils to take home. Four hundred large bulletin-board signs were printed and posted on school bulletin boards and other available locations in the vicinity of these buildings. An immediate response was noticed in all the Boroughs except Queens. We discovered, after it was too late, that the citizens of that Borough do not limit their newspaper information to the metropolitan press, but that each individual town has one or two local newspapers, though many of them are printed but once a week. After this was discovered, notices were sent to these newspapers but as most of the Queens County meetings were held during the first week, the notices were received too late in most instances to be of any value. In the other boroughs, however, the attendance increased to such an extent that we had an average attendance of about sixty-five at those meetings held from May 21 to the 29 inclusive, some having over one hundred,—one school 175.

On the whole we consider that this first attempt to carry out this kind of an educational campaign was a great success. Over three thousand persons were reached by these lectures and the Society now has a group of about thirty additional medical men who are prepared and ready to take lecture assignments. The total cost of this whole campaign was \$543.02. It is planned to continue lecture work in one form or another in New York City next season and with the experience gained during this campaign we feel confident that this can be done even in this immense city, with great success. A word of thanks is due Dr. Frederick T. van Beuren, Jr., for his untiring service in securing for the Society many of these new speakers. Several other names were presented by Dr. van Beuren, who had offered their services as lecturers, but who were not able at this time to take part in the campaign.

AUG 6 1920

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and fieldworkers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. II

JUNE, 1920

No. 6

MORE STATES AND DISTRICTS ORGANIZED

The American Society for the Control of Cancer is most fortunate in having as its President Dr. Charles A. Powers. Hardly a week goes by that word is not received of some new development. The wide acquaintance which Dr. Powers enjoys and the cooperative spirit with which his friends respond to his invitation to become active in the Cancer Control Campaign makes it a certainty that before the present year is out a "going" organization will be established in every district and state of the Union. Since Dr. Powers returned to Denver about the middle of May, word has been received of the appointment of several Directors of new districts. These Regional divisions follow in organization that of the New England district under Dr. Robert G. Greenough, mention of which was made in the April number of Campaign Notes. The idea is to place a group of neighboring states in charge of a District Director who by virtue of his local acquaintance will serve as a liaison officer between the various state and local committees and the central office. The new regional Directors with the States in their districts are as follows:—

Regional Director

Dr. Joseph C. Bloodgood, Maryland, Virginia, Delaware.

Dr. C. Jeff Miller, Louisiana, Mississippi and Alabama.

Dr. Frederick J. Taussig, Missouri, Oklahoma, Arkansas and Eastern Kansas.

Two other districts, one embracing Illinois and Wisconsin, the other, Minnesota, Iowa,

North and South Dakota have been formed by Dr. Powers and he expects to appoint their Directors shortly.

In addition to these, two new State Chairmen have been appointed as follows:—

Dr. Irvin Lindenberger for Kentucky.

Dr. J. F. Mitchel for District of Columbia.

Dr. Bloodgood has appointed Dr. Stuart McGuire of Richmond, Virginia, as Chairman for that State. Most encouraging letters have also come forward which indicate that Dr. John W. Long of North Carolina, Dr. W. D. Haggard of Tennessee and Dr. Palmer Findley of Nebraska, are all planning to again take up active work where it was dropped during the war.

Further Cooperation Tendered

In addition to this organization work, Dr. Powers took advantage of the recent meeting of the American Surgical Association in St. Louis to assign certain of his friends connected with the cancer control movement to specific tasks for the coming year.

Dr. Howard C. Lilienthal agreed to undertake correspondence with the Presidents of State and County Medical Societies for the purpose of having cancer papers delivered before these bodies each year. A letter has already been prepared and sent out to presidents of State Medical Societies and encouraging replies offering cooperation are being received daily.

Dr. Charles H. Peck agreed to serve in a similar capacity with reference to the programs of the various sections of the American Medical Association meetings and Dr. C. N. Dowd is

to do the same for other national medical and surgical bodies.

Dr. Powers also introduced the following resolution at the meeting of the American Surgical Association: "That the President appoint a committee to examine into and to report upon the place of radium and the x-rays in the treatment of neoplasms." This resolution was adopted and the following committee was appointed by the president of the Association. Dr. George E. Armstrong, Chairman; Dr. Robert B. Greenough, Secretary; Dr. George W. Crile, Dr. John M. T. Finney, and Dr. J. A. Blake. This is a strong committee and a report from this group of surgeons should be most valuable.

Scranton's "Cancer Day"

The sub-committee on cancer of the Committee of Health and Public Instruction in the Medical Society of the State of Pennsylvania, is to hold a "Cancer Day" in Scranton, Tuesday, June 22. Dr. Jonathan M. Wainwright, one of the Directors of this Society, is Chairman of this sub-committee. The preliminary program gives the following information:

In the afternoon at 2 o'clock three operative demonstration and diagnostic clinics are to be held in the three hospitals of the city. These clinics are to be attended by prominent surgeons and diagnosticians from the various sections of Pennsylvania and New York City. A note with reference to these clinics reads as follows:

"It is hoped that physicians in Scranton and vicinity who have cancer cases needing operation will send them to whichever hospital they may choose for operation on this day. Make arrangements personally with the committee member for the hospital you select.

The demonstration and diagnostic clinics should be especially interesting and valuable both to physicians and cancer sufferers in this vicinity. If you have patients in whom you feel cancer is a possible diagnosis, or if you have an uncertain case and are in doubt as to the best treatment to follow, then arrange with the committee member at whose clinic you wish your patient presented. Your patient will have the benefit of the advice of a distinguished specialist without cost, provided he will submit to demonstration at the clinic."

An evening program has been arranged in the Auditorium of the Y. M. C. A., at which the fol-

lowing persons will speak: Dr. Edward Martin, State Commissioner of Health, Chairman; Dr. J. G. Clark, Dr. J. L. Northrup, Dr. J. S. Rodman, Dr. E. E. Montgomery, Mr. F. J. Osborne. We are all looking forward with the keenest interest to this experiment, for if it proves successful it is quite likely that the same method of providing a competent diagnostic service as well as operative treatment for cancer patients will be developed in other parts of the country.

West Virginia Gets Active

It has taken Dr. Frank Le Moyne Hupp of Wheeling, West Virginia, very little time to organize and launch a real cancer control program in that commonwealth. In the April number of the bulletin it was announced that Dr. Hupp had sent in names of ten district chairmen for that state and that the Wheeling Committee had been selected and had already become active. A few days later a program of the public Surgical Session of The West Virginia Medical Association was received carrying a cancer symposium with papers delivered by Dr. Andre Crotti, Columbus, Ohio; Dr. Curtis F. Burnam, Baltimore, Md.; Dr. J. C. Bloodgood, Baltimore, Md., and Dr. Hupp. The accompanying letter stated that this meeting was most successful and enclosed an examination sheet containing questions given by the State Board of Examiners for registered nurses. Question 19 read as follows:—(a) What is Cancer? (b) Why is it of special interest to women? (c) About how many people die annually of this disease in the U. S.? (d) What is the commonly accepted cause of cancer? (e) Is it hereditary, infectious or contagious?

Dr. Hupp stated that this question was correctly answered by 75% of those examined.

In the May issue of the West Virginia Medical Journal there appeared a full-page reproduction of the cancer poster put out by the Massachusetts Health Committee. This Journal reaches 1700 West Virginia physicians.

In addition to these activities Dr. Hupp reports that lectures have been delivered to the nurses of the Ohio Valley General Hospital and the Reynolds Memorial Hospital and that the Society's circular "Fourteen Points About Cancer" has been sent out to every physician and hospital of the State.

The following persons have been appointed

members of the West Virginia Cancer Committee since the original ten were received:

Dr. Aaron Arkin, Morgantown District.
Dr. Oliver D. Barker, Parkersburg District.
Dr. Rolla Camden, Parkersburg District.
Dr. Harriet B. Jones, Glendale District.
Dr. T. K. Oats, Martinsburg District.

The Wheeling Committee as appointed by Dr. Hupp, with himself is Chairman, is as follows:

Dr. R. J. Reed, 100 12th St.,
Dr. W. S. Fulton, Conservative Life Bldg.
Dr. Charles Wingerter, 75—12th St.,
Dr. Harry M. Hall, 3544 Jacob St.
Dr. C. D. Wilkins, Ohio Valley General Hospital.

Dr. J. E. Marschner, City Health Commissioner,

Dr. R. M. Baird, 79 12th St.
Mr. George A. Laughlin, City Bank Bldg.
Mr. Nelson Hubbard, Schmulbach Bldg.
Mr. Leon Stein, 1200 Main St.
Mr. H. E. Vance, 933 Main St.
Mr. Seaton Alexander, 1049 Main St.
Mr. A. S. Hare, Natural Gas Co. of W. Va.
Mrs. Andrew Wilson, 45—15th St.
Mrs. Julian G. Hearne, Leatherwood
Mrs. Augusta Dickinson, 60—14th St.
Mrs. H. Fields, Woodlawn.
Mrs. R. J. Reed, 100—12th St.
Mrs. W. H. McLain, 83—12th St.
Mrs. C. Russell Hubbard, Kenwood Pl.
Mrs. Howard Simpson, Woodlawn.
Mrs. F. F. Faris, North Front St.

This West Virginia work has gotten off to a flying start and such activity cannot but result in real success.

Cancer Control and the League of Red Cross Societies

A most interesting communication has been received from Mr. Curtis E. Lakeman, of the League of Red Cross Societies, Geneva, Switzerland. At a recent meeting of the General Council of the League, Dr. A. Roffo, head of the Cancer Laboratory of the Institute of Bacteriology of Buenos Ayres, urged the medical section of the League to include cancer among the chief of its educational propaganda. This resolution was adopted by the Council subject to consideration and ratification by the Medical Advisory Board which meets in June and

by the Board of Governors. In other words while no definite action has yet been taken by the League upon this matter the proposition was urged by one of the delegates at the Council Meeting. Dr. Roffo's full address on Cancer was as follows:

"I have the honor of drawing the attention of the Conference to a social-medical problem, which, owing to the terrible sufferings of which it is the cause, and to its disastrous effect on the human race, urgently demands the consideration of a Society, the principal object of which is the diminution of human suffering. I refer to cancer. You are all aware that the mortality due to cancer is constantly increasing. Delbet indeed has truly said that: "With the exception of tuberculosis, cancer is the greatest destroyer of mankind." The campaign against cancer, inaugurated during recent years, and inspired by anatomopathological research, is therefore more than justified.

The treatment of infectious diseases inaugurated by Pasteur, and which has been so successful in application, has remained absolutely without effect as regards cancer. Since the first experiment carried out by Peyrilhes in 1773 at the invitation of the Lyons Academy of Medicine, the human race has been defenceless as regards this scourge which constitutes a menace to future generations, whereas tuberculosis, syphilis, alcoholism and other evils have more or less been kept in check by the efforts of the various philanthropic and scientific societies. Cancer has made its appearance and taken root among races which have hitherto been regarded as immune. Hitherto experimental research has been unable to throw light on or determine the causes of this terrible disease, although certain facts concerning its evolution and etiology have been established. The first demonstration of the transmissibility of cancer, carried out in France by Meraux in 1890, has indeed opened a new channel of investigations. Up to the present time, however, the result has been below what was anticipated; at the most, misery and despair have been replaced by the hope of a happier future.

Meanwhile, the mortality due to cancer increases in alarming proportions. In the United States alone, 75,000 deaths from cancer take place every year; according to the figures sup-

plied by Hoodgam, in Argentina the mortality among a population seven times less than that of the United States of America is 14,000.

What means should be employed to check this scourge of humanity? In our opinion, it would, in the first place, be necessary to enlighten the general public, and to educate it in the origin and conditions predisposing to cancer, and in the second place to establish large numbers of dispensaries, in order to effect an early diagnosis of the disease.

With regard to the first desideratum, I regard the education of the public, notwithstanding the horror inspired by the word 'cancer,' as being of capital importance, and as greatly contributing to the possibility of curing persons suffering from the disease.

Thus, while studying the evolution of cancer in the hospitals of Buenos Ayres, I ascertained that only 4% of persons affected with cancer presented themselves for treatment immediately after the first symptoms declared themselves, and that 60% did not call in medical advice until the disease had made such headway that it was impossible to operate, that is to say, about the sixth month from the time of its appearance. Now the number of these cases past surgical aid might easily be decreased by the education of the public with regard to cancer. This has, to a certain extent, been done in France, thanks to the initiative of Leclux-Levaud; in England, thanks to the efforts of the Medical Association, which in 1908 requested all doctors and midwives to diagnose cancer at the earliest possible moment, and in Belgium, owing to the action of Public Health administration, which circulated a request to this effect to all doctors. The United States, by means of intensive propaganda, have been successful in increasing the number of cases of cancer adapted to surgical treatment; similarly, Professor Winter of Koenigsberg has increased the number from 62% to 74%. The statistics of the Johns Hopkins Hospital in Baltimore give the same results. Thus we may confidently assert that ignorance is

closely connected with the mortality due to cancer.

As regards the second desideratum, I shall have the honor of informing you of what has been done in my country. As a result of my experimental researches on cancer, the Academy of Medicine, at the proposal of Professor Calrod, has created an Institute for the study of cancer, which, in addition to an experimental section of cancer research will comprise hospital treatment and a dispensary, in order that an early diagnosis of the disease may be effected.

Similarly, the 5th Latin-American Medical Congress, following on my report on experimental cancer research, has, at the proposal of Professor Hecelles, organized a Committee for the campaign against this disease. At the same time, I have inaugurated a Committee of ladies in Buenos Ayres, charged with the education of the public with regard to cancer and the constitution of the funds necessary for this propaganda. As a corollary to these efforts, I should mention the International Conference for the campaign against cancer, which met in Paris in 1910. This Conference represented the combined experience, not only of the experts of 22 countries, but also that of their respective governments. It was unanimously agreed that co-operative action, combined with the utmost perseverance and skill, would be necessary to check the alarming progress of cancer. The League of Red Cross Societies should not hold aloof from these efforts to destroy the danger threatening humanity. In our opinion, the League should include the intensive campaign against cancer in its peace programme, as it has included the campaign against tuberculosis, syphilis and alcoholism. By so doing, and inspired by principles of the purest altruism, it will be accomplishing a work of inestimable value to mankind. Not only will the terrible sufferings resulting from this disease be diminished, but its unfortunate victims will have the moral support of knowing that their misfortune inspires neither fear nor repugnance."

CAMPAIGN NOTES

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NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. II

JULY, 1920

No. 7

DR. EWING APPOINTED

In June of this year a vacancy occurred on the Board of Trustees of the State Institute for the Study of Malignant Disease at Buffalo, N. Y., by the resignation of Dr. Seymour Oppenheimer. Dr. Harvey R. Gaylord, Director of the Institute, apprised us of this fact and suggested that an effort be made to have Governor Smith fill this vacancy by the appointment of Dr. James Ewing, Professor of Pathology at Cornell University Medical College, former Director of Cancer Research at the General Memorial Hospital, and one of the Directors of this Society.

A number of our Directors and friends were asked to write Governor Smith endorsing Dr. Ewing and word just received from the Governor's office states that the appointment has now been made.

This is a matter of the greatest satisfaction to the Society for it is felt that Dr. Ewing's experience in Cancer Research, especially that connected with the modern therapeutic use of radium, fits him most admirably as a Trustee of the State Institute for the Study of Malignant Disease, which has recently had made available $2\frac{1}{4}$ gms. of radium for experimental and treatment purposes.

More States Organized

At the suggestion of Dr. John Wesley Long, Chairman of our North Carolina Committee, Dr. R. S. Cathcart, of Charleston, South Carolina, has been appointed Chairman of that State by Dr. Powers.

A new district has also been organized by Dr. Powers with Dr. Verne C. Hunt, of the Mayo Clinic, as Regional Director. The states embraced in this district are: Minnesota, Iowa, North and South Dakota and Montana. A letter

received from Dr. Hunt indicates that these states will soon be organized by the appointment of various committees, and with the wide acquaintance which Dr. Hunt has in this district, the work should progress rapidly.

The North Carolina Committee Now Organized

One of the Directors who is standing staunchly behind Dr. Powers in his attempt to establish active state committees throughout the Union is Dr. John Wesley Long of Greensboro, North Carolina. About a year ago upon his return from service, Dr. Long appointed a cancer committee for the state which was identical in its make-up with the cancer committee of the North Carolina Medical Society. This committee was as follows:

Dr. J. W. Long, Chairman, Greensboro.
Dr. W. S. Rankin, Secretary, Raleigh.
Dr. C. O. Laughinghouse, Greenville.
Dr. M. H. Biggs, Rutherfordton.
Dr. A. T. Prichard, Asheville.
Dr. F. M. Hanes, Winston-Salem.
Dr. J. W. Tankersley, Greensboro.
Dr. D. A. Garrison, Gastonia.
Dr. R. L. Gibbon, Charlotte.
Dr. H. F. Long, Statesville.
Dr. D. T. Tayloe, Washington.
Dr. J. F. Highsmith, Fayetteville.
Dr. A. W. Knox, Raleigh.
Dr. M. S. Martin, Mt. Airy.

Dr. Long has now supplemented this original committee by the appointment of several additional physicians and interested laymen and women as follows:

Dr. P. W. Flagge, Brown Summit,
Dr. K. P. B. Bonner, Morehead City.
Dr. J. G. Murphy, Wilmington.
Dr. S. H. Lyle, Franklin.

Dr. J. F. Patterson, New Bern.
Mrs. Caesar Cone, Greensboro.
Mrs. W. H. Osborn, Greensboro.
Mr. Harry S. Donnell, Greensboro.
Mr. J. E. Latham, Greensboro.
Mr. A. W. McAlister, Greensboro.
Mr. Julius Cone, Greensboro.

Dr. Long as chairman of this committee has addressed a letter to each of these persons enclosing some of the Society's literature as a result of which most of them have now joined the Society. This is an added evidence of the interest of those who have allied themselves with Dr. Long for cancer control work in North Carolina and we look for an active campaign of education in that state during the coming season.

Report of the Imperial Cancer Research Fund

The 18th annual meeting of this British organization was held on July 22, 1920 at Bloomsbury, with the Duke of Bedford presiding. The following extracts from the "London Times" were received through the courtesy of Mr. Curtis E. Lakeman:

"Sir William Church, in moving the adoption of the annual report, said that Dr. Murray, the director, had continued the autologous grafting experiments on which he had long been engaged. They furnished the most conclusive evidence which could be obtained easily of malignancy or innocence of growth-like new formations. By transplanting an animal's own tumor to a part of its body away from the site of the primary growth an artificial metastasis was established. These inoculations, unlike transference to normal animals, succeeded in a high percentage of cases. It was to be hoped, therefore, that this method would be more widely applied as a control in the experiments on the experimental production of cancer by chronic irritants which were being undertaken in so many laboratories throughout the world.

Cancer Cell Life

Dr. Cramer, continued Sir William Church, had examined the action of a number of inorganic substances on cancer cells. Salts of cerium were found to be the most active of those tested. Manganese and uranium salts were less potent. None of these substances, however, had any influence on tumors growing in the living animal. This was probably due to the irregularity of the circulation in the tumors, which delayed the access of the reagents to the cells. This was one of the difficulties constant-

ly met with. The cancer cell was so like the normal cells of the body that agencies which destroyed it were also dangerous to life. Before we could plan a rational method of treatment it would be necessary to know more of the vital processes in cancer cells and the nature of the very delicate differences between them and the normal.

Dr. Drew had approached the problem by studying the rate of decolorization of dilute methylene blue solution by normal and cancer cells. With this method there is a wide difference between the two, decolorization being much more rapid with normal cells. Dr. Russell and Dr. Gye had suspended the tissue emulsions in fully oxygenated defibrinated blood and measured the rate at which oxygen was abstracted on incubation at body temperature. By this second method the differences were much less pronounced, and it was found that the more rapidly growing tumors absorbed more oxygen than those which grew slowly. The investigations were being continued, and gave promise of interesting light on this fundamental feature of the life of cancer cells."

Dr. Cook and Cancer Control in Minnesota

A recent communication received from Dr. Henry Wireman Cook, one of the Directors of the Society and Vice-President and Medical Director of the Northwestern National Life Insurance Company, gives encouraging information of what is planned in that State. Minnesota is another commonwealth which has just completed a combination of all its state-wide public health agencies. In this State it is known as the Central Health Committee. Delegates have been appointed from all the organizations and Dr. Cook states that they are now ready to proceed with active work and that he will see that cancer control is given primary consideration.

A supply of literature has been furnished Dr. Cook for distribution in that State as well as a quantity of membership blanks requested by him for use in a drive for members. Arrangements are being made to have the subject presented on the program of the Minnesota State Medical Association and other state meetings, at which the subject of cancer control will be given intelligent hearing.

The leading editorial in the April number of the Minnesota Health Journal forwarded by Dr. Cook entitled, "Early Recognition Solves the Cancer Problem," was a review of the new Handbook recently prepared and distributed by the Society.

Cancer Exhibit at the Museum of Natural History

Arrangements were made by Dr. C. E. A. Winslow, Curator of the Museum of Natural History and a Director of this Society, with the authorities of the Museum to place the new colored exhibit of the Society on display in its building at Columbus Avenue and West 77th Street. It was felt that this was an excellent place for such a popular exhibit because of the large number of people who visit that Institu-

tion daily. The exhibit was placed under the direction of Dr. Frederick A. Lucas, Director of the Museum in one of the prominent exhibit rooms just at the right of the elevators on the ground floor. We are informed that since the exhibit was open to the public on August 9 visitors at the Museum have been seen in the room almost constantly. During the first two weeks 1000 of our circulars "Fourteen Points About Cancer" have been taken away by those viewing the exhibit which indicates that it is having a large attendance.

Lectures in Cooperation with the Young Men's Christian Association

The Society was recently requested by Mr. William M. Taylor, Executive, Secretary of the Brooklyn Young Men's Christian Association to provide lectures for noon-day shop talks in the industrial plants of that district and for three club meetings to be held evenings. Arrangements were accordingly made and the week of August 16 selected for this series of lectures. The various plants and clubs together with the names of the lecturers and the approximate attendance at these meetings were as follows:

Date	Place of Meeting	Lecturer	Attendance
August 16	Sone-Fleming Oil Work	Dr. James T. Pilcher	125
August 16	Greenpoint Metallic Bed Co.	Dr. A. L. Soresi	100 (Italian)
August 16	William Doig Co.	Dr. T. S. Welton	50
August 17	Pratt Oil Works	Dr. J. C. Germann	50
August 17	Chelsea Fiber Mills	Dr. H. B. Matthews	75 (Men and Women)
August 17	Forest Box & Lumber Co.	Dr. T. S. Welton	40
August 17	Democratic Club	Dr. James T. Pilcher	100
August 18	Gotham Can Co.	Dr. A. L. Soresi	60 (Italian)
August 18	Eclipse Box Co.	Dr. H. B. Matthews	100
August 19	Acme Foundry	Dr. W. F. Campbell	65
August 19	Lane-Lifeboat Co.	Dr. T. S. Welton	40
August 19	Greenpoint Y. M. C. A.	Dr. H. B. Matthews	25 (Members)
August 20	International Cork Co.	Dr. T. S. Welton	90
August 20	Grease Compound Works	Dr. H. B. Matthews	45
August 20	Eastern District Dye Works	Dr. W. F. Campbell	60
August 20	Republican Club	Dr. W. F. Campbell	150

At each of these sixteen lectures the Society's circular "Fourteen Points About Cancer," was distributed to the audience. Mr. Taylor was highly pleased with the results of these meetings and we are now going to communicate with all the Y. M. C. A. branches in Greater New York who carry on similar industrial work in their districts to arrange meetings of this kind in their factories.

This series of meetings was a direct result of the educational campaign carried on by the Society during its recent "cancer week." It indicates that the Society is becoming better known and is taking its place as one of the more important public health organizations in this vast community.

WHAT EVERYONE SHOULD KNOW ABOUT CANCER

A Thirty Page Handbook for the Lay Reader

The most recent publication of the American Society for the Control of Cancer is a handbook entitled: "What Everyone Should Know About Cancer." This is intended for an audience quite different from that reached by the handbook previously published by the Society, one which was planned chiefly for physicians. This is addressed to everyone, and while the physician will find much of interest scattered throughout its pages, it has been prepared mainly for those who have no technical knowledge and who, therefore, wish to learn what they can, expressed in the simplest language. It is a well recognized fact that the successful treatment of cancer depends upon its early recognition, a matter upon which the American Society for the Control of Cancer has insisted in all its publications. Such early diagnosis, however, can be made only if the person in whom the cancer has begun goes to a physician. The success of the treatment after that point depends upon the doctor himself, but up to the time of entering the doctor's office, it depends upon the patient. The extraordinary importance of cancer as a cause of death, (one person in ten after the age of forty in the United States dying of cancer), has only recently been recognized, and is not very widely known even among well informed people. Most persons delay going to a physician until the disease has extended to such a degree that the chance of successful removal is very slight, simply because they have never been told what a cancer looks like or what sensations it causes. They think that a cancer must hurt,—when as a matter of fact, pain is one of the late symptoms of the disease,—and also that the disease is hereditary and contagious. This handbook tells exactly what is known on these subjects: that cancer is not contagious nor does heredity play any known part in the occurrence of cancer in the human race. Very excellent advice

is given in it concerning the conditions which may lead to cancer, such as sores about the mouth, rough teeth, and ulcers of the stomach; and the symptoms are set forth. The modern methods of treatment are summarized so that anyone can judge of their relative value. All forms of cancer are carefully discussed, the sections on the different types having been written by specialists, and the whole revised by a committee composed of some of the leading students of the subject, including Dr. Francis Carter Wood, Director of Cancer Research, George Crocker Special Research Fund, Columbia University; Dr. James Ewing, Professor of Pathology at Cornell University and Director of Cancer Research at the Memorial Hospital, New York; Dr. Harvey R. Gaylord, Director of the State Institute for the Study of Malignant Disease, Buffalo, N. Y.; Dr. E. E. Tyzzer, Director of the Cancer Commission of Harvard University; and Dr. Frederick L. Hoffman, Statistician and third Vice-President of the Prudential Life Insurance Company. These names are a guarantee that all the statements made have been carefully sifted according to the latest knowledge, so that the data in the booklet may be accepted without argument by those interested in the movement for the control of this disease.

Health departments, medical organizations or others desiring to secure this handbook for general distribution in quantity may order it through the American Society for the Control of Cancer, 25 West 45 Street, New York City, at the following rates:

5000 copies	\$175.00
1000 copies	50.00
500 copies	25.00
100 copies	5.00

Orders for fifty copies or less for personal distribution will be furnished free of cost by the Society.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and fieldworkers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. II

AUGUST, 1920

No. 8

WANTED: 3,000 MEMBERS BY DECEMBER 31, 1920.

The membership campaign started about the first of the year has been one of the most encouraging features of the Society's progress during the past months. When the campaign began we had but 606 members on our records as the importance of this phase of work had never before been fully realized and had been neglected for other activities. We now have 1,010 members, an increase of 40%. The thought that new members would add materially to the usefulness of the Society by thus becoming agents to help get our educational message before the public has been borne out for many of these recent members are showing the keenest interest in our organization and propaganda work.

The campaign so far has been conducted by Mrs. Robert G. Mead, Chairman of the Finance Committee, the members of the Board of Directors and a comparatively few of our members who sent in lists of persons they felt should be invited to join. The opportunity is now taken to thank these persons for their valuable co-operation. As many of these lists were not signed, personal acknowledgements have not been possible.

To have secured 400 new members in this simple way shows clearly that many persons are glad to ally themselves with the movement when the matter is brought to their attention and leads us to believe that a real concerted drive with everybody taking an active part will result in tripling our present membership before the close of the year.

To Members

It appears easy to reach this goal if each member will do his part. All that is necessary is for every member to secure two new ones. Our recent experience shows this not to be difficult though it is far more effective for the

members to invite their friends personally than for the office to write them without reference to the person suggesting their names. In one instance where the member signed the appeal letter himself, six out of a group of nine joined the Society. Everybody must have two acquaintances who have enough interest in the fight against cancer to want to join in the campaign. We are therefore asking each of our members, (except those who have already been responsible for two or more) to canvass their friends and send in on the attached form the names of two persons who have agreed to join the Society. A return envelope is enclosed.

We are also enclosing another blank to be used for the purpose of sending in the names of additional persons to be invited to membership. These new lists will of course be compared with those previously received to insure against sending the same letter to a person the second time. If these letters can be prepared and forwarded to the sponsors to be signed and mailed out by them as explained opposite the first block in this blank, the responses will be greatly increased.

To Non-Members on Our Mailing List

We have never before asked those on our complimentary mailing list to take any part in securing new members for the Society. Realizing, however, that many of these people are in a position to suggest names of those who would be glad to take an active part in the cancer control movement by becoming members, we are now extending to them an opportunity to assist. The enclosed blank and return envelope are provided for the purpose and each is urged to help us go "over the top" in this membership campaign. Your cooperation is greatly appreciated by the Society.

FILL OUT AND RETURN

The following persons desire to become members of the American Society for the Control of Cancer:

Name

Address

.....

.....

Annual dues \$5.00.

Signed

The Maine Public Health Association

On April 14, 1920, by an affiliation of all the Public Health and Social Welfare Agencies in the state, the Maine Public Health Association was formed, with headquarters at 318 Water St., Augusta. The object of this Association as stated upon its letterhead is, "To promote good health and combat disease and its causes among the people of the State of Maine." The six health activities with which the association is to interest itself at present are: pre-natal care, child health, anti-tuberculosis, mental hygiene, social hygiene, and cancer. Dr. E. D. Merrill, Foxcroft, is President, Mrs. Howard R. Ives, Portland, Secretary, and Mr. W. A. Harris, Augusta, Executive Secretary.

Previous to the organization of this Association, this Society was asked to affiliate its work with that of the new body, and designate the Maine Public Health Association as its representative in that state. This suggestion was approved by Dr. L. D. Bristol, State Health Commissioner, and Chairman of the Maine Committee for the Control of Cancer. The whole matter was referred to Dr. Robert B. Greenough, Regional Director of the New England States, and after being approved by him, the arrangement was consummated.

A communication recently received from Mr. Harris states that Dr. Edward H. Risley, formerly of Boston, and a member of the staff of the Massachusetts General Hospital, now located at Waterville, Maine, has been chosen as Chairman of the Division on Cancer. Dr. Risley has been asked by Dr. Greenough to become a member of the New England Committee of this Society. The State of Maine is congratulated upon this amalgamation, and we look forward with interest to what may be accomplished in Cancer Control in that state, where according to the July number of the State Health Department's "Health News Bulletin," the number of cancer deaths last year

was the largest in the history of the state, having increased from 526 deaths in 1900 to almost 900 in 1919.

Cancer Committee Appointed by The State Medical Society of Wisconsin

A communication has been received from Dr. J. P. McMahon, Managing Editor of the Wisconsin Medical Journal, stating that the society has appointed a committee for the Study and Control of Cancer, made up of the following persons:

Dr. J. P. McMahon, Milwaukee, Chairman.
Dr. Edward Evans, La Crosse.
Dr. W. A. Ground, Superior.
Dr. C. H. Bunting, Madison.
Dr. W. K. Grey, Milwaukee.

It is proposed to augment this committee later by including all the councillors of the State Medical Society, and prominent and active laymen and women, whose duty it will be to arrange for carrying the message of early diagnosis and treatment into every part of the state.

Dr. McMahon has already communicated with The State Board of Health asking them to reprint certain of our publications and states that Dr. Rock Sleyster, Editor of the Wisconsin Medical Journal, will be glad to publish such material in the Journal as will interest and instruct the medical profession to make earlier diagnosis and institute appropriate treatment. Dr. McMahon has been supplied with our program of activities, lecture outline, and other publications, and has asked that we make available for use by his committee, two sets of lantern slides, one for the profession, and the other for lectures before general audiences. It is a pleasure to cooperate with committees which give promise of doing so much useful work, and the Wisconsin Medical Society is complimented upon the appointment of this committee, and the selection of such an excellent personnel.

GOOD NEWS OF A BAD SUBJECT

BY FRANK J. OSBORNE

Executive Secretary, American Society for the Control of Cancer.

Early in the year the editor of the health column of the DELINEATOR requested that an article on cancer showing its special significance to women be prepared for that journal. The following is a reprint of this brief article which appeared in the April number of the DELINEATOR. This follows similar ones which have appeared from time to time in the LADIES' HOME JOURNAL, the WOMAN'S HOME COMPANION, the DESIGNER and other women's magazines. A communication just received from the editor of this column informs us that over 250 requests for further information have been received from DELINEATOR subscribers and that they are still coming in.

What do you know about cancer? Of course you have known of cases among your friends, perhaps even in your own family, because one-tenth of the deaths occurring in this country after forty years of age, are due to this disease. But do you know that death from cancer is avoidable?

Cold, heartless statistics tells us that after forty years of age one woman in eight dies from cancer, and in spite of the fact that these deaths might be prevented by those who are afflicted.

Since cancer seems to occur most commonly in the special organs of the female, it is particularly important that women should know and understand the few essential facts, which if heeded will undoubtedly prevent much suffering and loss of life.

This does not mean that this disease is preventable in the ordinary sense that contagious disease can be prevented, by carefully avoiding exposure to infection. Cancer is not caused in this way, nor can it be prevented, so far as known, by any system of hygienic living, diet, exercises, or injection of vaccines or serums.

Contrary to the rule of contagious and most other diseases the beginning of cancer is not indicated by plain signs. A person may have a malignant growth for several weeks or months, without knowing that anything is wrong.

Nature appears to be taking a mean advantage of her human children in not providing a terrific fever, intense pain, loss of sleep and appetite, or some other evidence that the body has been attacked by one of the most dangerous of all diseases. But she seems disposed to issue

her warnings in this instance in a quieter, more subtle way—in a way requiring eternal vigilance on the part of each individual; and when discovered she insists on quick decision, sane judgment, and determined, fearless action as the price of life.

While there are no obtrusive symptoms, there are definite danger signals of cancer. A lump in the breast, a wart or persistent sore on the lips, or in the mouth, unusual or irregular discharges, continued indigestion with loss of weight and change of color—are all signs that you have urgent need for the immediate attention and advice of a competent doctor, especially if you be within the so-called "cancer age," that is, thirty-five or over.

Everybody has heard the long and woeful tale about cancer—how operations did no good, how the disease returned and eventually caused the death of the patient. It is true that at the present day people seldom hear of successful cures for which there are two good reasons. In the first place many people who are fortunate enough to get into the hands of competent medical advisers early and obtain an actual cure of the condition, conceal the fact. In the second place, many of the cases we hear about are those in which the patient sought advice too late.

Let us get very intimate in this matter and look facts squarely in the face. There is no gainsaying the fact that many women have an instinctive dread of cancer. They believe that it is inherited and therefore unavoidable. They have known of so many cases which terminated fatally that they think the disease is always in-

curable and if they must die of it anyway, they will at least live in blissful ignorance as long as possible, and hide the truth, even from themselves. Such persons are losing priceless time, hesitating and wavering between hope and fear, trusting that the suspicious sign will disappear unaided. Again, many have an intense fear of an operation no matter how relatively simple it may be or how necessary to life itself. Early removal of precancerous conditions under present methods of anesthesia and asepsis is not to be compared to the certain suffering due to advanced cancer when the afflicted one gladly undergoes the most radical, though then often hopeless, operations as a means of temporary relief. Others neglect early advice and treatment from lack of knowledge of the few simple facts narrated above.

The two regions most likely to be attacked by this disease in women are: the breast and the uterus. Therefore any lump on the breast and any irregular or unusual discharge should have the immediate attention of a competent physician or surgeon. Do not hesitate or contribute the condition to "change of life." Make

sure by insisting upon a thorough physical examination by one who knows.

In early recognition and treatment rests the hope of cure. You have now been told the essential facts concerning this disease—that it causes one death in eight among women at and beyond middle life; that it is always at some time a local, not a generalized disease and that during this brief period the few dangerous cells may be entirely removed, never to return in the majority of cases; that the disease is not contagious or hereditary, and that it presents certain warning signs which, if recognized and taken immediately to a competent doctor, will result in the saving of thousands of lives each year.

One last word—remember that no medicine can cure. No faith should be placed in the numberless advertisements of so-called "cancer cures," "cancer specialists," "institutes," and so forth. By "trying" them, valuable time is lost and nothing gained.

Cancer is by no means a hopeless, incurable disease, but safety lies chiefly in your own hands.

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NOV 1920

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. II

SEPTEMBER, 1920

No. 9

ORGANIZING THE WEST AND NORTHWEST

Dr. Powers has succeeded in starting effective state and local organizations of the Society's work in the two groups of states including Oregon, Washington and Idaho, and California and Nevada.

Dr. Harry M. Sherman, of San Francisco, has taken the Directorship of the latter two states and he informs us that work is already being organized, he himself taking charge of California, a prominent surgeon of Nevada soon to be designated as Chairman for that state. Dr. Sherman is now arranging meetings in San Francisco, Los Angeles and other California cities, he having given one lecture before the National Woman's League for Service and another is scheduled for October 26 before a group of social workers. The Society's lantern slides have been forwarded to Dr. Sherman for use in this work and he is planning to start the work off in Nevada with two or three large meetings in that state about Christmas time.

Dr. Ernest E. Tucker, of Portland, has been appointed Regional Director for the other group of states. He will undertake the duties of Chairman for the State of Oregon, which was formerly under the direction of the late Dr. Kenneth A. J. Mackenzie, one of the most valued and efficient Directors of the Society, whose interest in the Society was most sincere and the report of whose death was received with the deepest regret.

Dr. Casper W. Sharples, of Seattle, has accepted the Chairmanship of the Washington Committee, while Dr. L. P. McCalla, of Boise, will serve in a similar capacity in Idaho. Dr. Tucker is already beginning operations by the

appointment of several committees and recently took the opportunity of presenting the aims and objects of the Society before the local branch of the American College of Surgeons. He has also arranged to give a talk to the nurses of St. Vincent's Hospital and another to the Visiting Nurses' Association, while Dr. L. H. Hamilton and Dr. J. E. Else, members of his lecture bureau, are to address the nurses of the Good Samaritan Hospital and the Immanuel Hospital, respectively. This is a most excellent start and we are all looking forward to a real active campaign in the northwest, under Dr. Tucker's leadership. Dr. Tucker plans to make use of the available members of the original Portland Committee appointed by Dr. Mackenzie, though he is also adding to this group by the appointment of other interested persons and has designated the Chairmen of several local committees in Oregon. The present Portland Committee is as follows:—

Dr. E. F. Tucker, Chairman, 608-14 Medical Building

Dr. A. J. Giesy, 443-22nd Street, Drive

Dr. E. J. Labbé, Lovejoy Street

Dr. Ralph C. Matson, 211 North 19th Street

Dr. Leo Riden, Ormond Apartments

Dr. A. E. Rockey, Rockholm

Dr. A. C. Smith, Tully Villa, Kings Heights

Dr. George F. Wilson, 760 Commercial Street

Mr. C. F. Adams, 783 Flanders Street

Mr. John C. Ainsworth, 584 Elizabeth Street

Mr. W. B. Ayer, 19th and Johnson Streets

Mr. L. A. Lewis, King and Park Streets

Mr. A. L. Mills, 171 North 20th Street

Mr. W. D. Wheelwright, 618 Kearney Street

Mrs. Helen Ladd Corbett, 293 Sixth Street
Mrs. Henry Ladd Corbett, 253 West Park Street

Mrs. C. A. Dolph, 363 West Park Street
Miss Henrietta Failing, 5th and Taylor Streets

The following Chairmen of local committees have been appointed:—

Chairman	District
Dr. Thos. A. Higgins,	Baker, Oregon
Dr. E. B. Johnson	Kalamath Falls, Ore.
Dr. E. D. Kanaga	Hood River, Oregon
Dr. W. B. Morse	Salem, Oregon
Dr. E. B. Pickel	Medford, Oregon
Dr. J. H. Rosenberg	Prineville, Oregon

Cooperation With the American Red Cross

In the latter part of 1919 a circular letter was sent out from the office to the Directors of Nursing Service and Directors of Public Health Nursing of the various Divisions of the American Red Cross. This letter called their attention to samples of literature enclosed and urged these Red Cross nurses to cooperate with the Society in the distribution of these publications. Early last summer the Washington Headquarters of the American Red Cross also notified each Division that the Society was prepared to supply literature in moderate amounts for distribution to nurses, public health workers, and through them, to the general public.

As a result of these letters requests have been received during the past season from every Division in the country as well as from innumerable County and Local Chapters. Several thousand pamphlets have been distributed through the past few weeks for use in Red Cross Health Center work and Health Exhibits conducted at County Fairs. A request from the Atlantic Division included the names of twenty-three such fairs in New York and New Jersey to which literature was sent, while eight provided by the New England Division were similarly supplied.

The New England Division also asked for exhibit material. To meet this demand photographic reproductions of the Society's new colored cancer exhibit were appropriately mounted, tied together in serial form, labelled and forwarded to be used at these fairs and when this became known to the Atlantic Di-

vision they also requested a similar exhibit for their work.

One of the most encouraging evidences of cooperation is that now being carried out with the Potomac Division. This Division embraces the states of Maryland, Virginia, District of Columbia, and West Virginia. Dr. Paul B. Johnson, Director of the Department of Health Service of this Division is making it a practice to get in touch with the Chairmen of State and Local Committees of this Society as fast as they are appointed. In this way he has already made contacts with our workers in West Virginia, Maryland, and the District of Columbia. This should make possible the closest kind of cooperation in the local field between those interested in the educational work for the control of cancer.

A word should be said with reference to the excellent cooperation which the National Office has enjoyed from the Department of Health Service of the New York County Chapter of the American Red Cross. Besides carrying literature for distribution at their headquarters they have rendered signal service through their Bureau of Publicity by preparing and sending out news articles during our recent cancer campaign, as well as advertising the Benefit Performance of the "Merchant of Venice" given on behalf of the Society and calling the attention of the public to the Cancer Exhibit at the Museum of Natural History. Valuable work through their new Lecture Bureau is also contemplated in conjunction with this Society during the coming season.

A Drive for Nurses

A communication recently received from Dr. Livingston Farrand, Chairman, Central Committee of the American Red Cross, Washington, D. C., apprised us of the fact that the American Nurses' Association, the National League for Nursing Education and the National Organization for Public Health Nursing, with the cooperation of the American Red Cross, are about to launch an intensive publicity campaign for the purpose of interesting the young women of the country in the nursing profession. The movement, the most constructive yet set in motion to relieve the serious shortage of nurses in all parts of the United States, is designed to bring girls to

the hospital training schools by showing them the many opportunities for advancement open to the skilled nurse.

Every possible medium for providing young women with complete information about the profession is embraced in the plan of those in charge of the campaign. Newspapers, magazines, billboards and motion pictures are to be utilized to carry the appeal to the most remote parts of the country. Clergymen, school teachers and public officials are counted upon to assist in the cause. One of the first steps in the countrywide movement will be the formation in each community of student nurse recruiting committees, whose membership will be composed of representatives of local hospital boards, health boards, school boards, chambers of commerce, newspapers, women's clubs and Red Cross Chapters.

The appeal to young women will not be made entirely to their sense of duty. While the chance to render a great service to humanity will be pointed out, just as much emphasis will be placed on the material advantages to be derived by the adoption of the profession. The great improvement in conditions governing the profession at the present time—better pay, better living conditions, more recreational opportunities—will be set forth in comprehensive fashion.

"The Antivivisection Initiative in California"

Thus runs the title of an important and very suggestive editorial in the October 2 issue of the *Journal of the American Medical Association*. An antivivisectionist initiative is to be voted upon by the people of California at the November election. If carried, the measure will become a law without any action on the part of the Legislature or the Governor, as provided by the popular initiative law of the state.

To quote from this editorial: "If adopted, all the experimental research in general biology, in agriculture and in general and veterinary medicine will have to be discontinued." It might be added that this would also include any animal experimentation in cancer research and when this fact is realized the importance of lending intelligent aid to the defeat of this measure must be appreciated. The article continues, "Furthermore, proper training of students in these essential subjects would be rendered impossible. The measure would vir-

tually abolish in California the use of modern diagnostic methods in the practice of medicine. No Wasserman reactions, no diphtheria tests for virulence, no inoculations to determine the presence of tuberculosis would be permitted. The preparation of vaccines and curative serums and the standardization of drugs by animal tests could not be carried out. Many public health activities would be paralyzed. For example, the making of a positive diagnosis of bubonic plague and the control and study of certain epidemics of food poisoning would be stopped because they require procedures prohibited by the proposed law."

The Board of Regents of the University of California and the Trustees of Stanford University have taken the lead in a public protest against this measure. It is stated that several antivivisection journals of the east are calling for financial support for the propagandists supporting this measure in California. They are, as usual, carrying on an active campaign of misrepresentation and mis-statements with reference to laboratory and research practices, leaving entirely out of consideration the true facts of animal experimentation, the precautions that are taken to avoid unnecessary pain and the beneficent results which are constantly being brought to light through medical research. It is hoped that the well informed physicians of California will appreciate the dangers of this entering wedge aimed at the very life of present day medical research and will lend their time and knowledge to the dissemination of correct information with reference to this subject in order that the electorate of this commonwealth may not be misled.

Early American Gynecology

The July, 1920, quarterly of the United States Naval Medical Bulletin carried two brief historical sketches under the title "Ephraim McDowell and J. Marion Sims, the American Founders of Gynecology."

McDowell, born in Rockbridge County, Virginia, 1771, of Scotch descent, moved with his family to Danville, Kentucky, at eleven years of age. After two or three years under a preceptor in Staunton, Virginia, McDowell went to Edinburgh, to complete his medical education, and it was there, while studying under Dr. John Bell, that his sympathy was first

aroused and his interest stimulated by the hopeless predicament of women suffering with ovarian tumor. He began practising medicine in the little village of Danville and soon became known as the most fearless and expert surgeon west of the Alleghanies, and in 1828 had done twenty-two lithotomies without a fatality. It was after fourteen years of practice that he was called to a patient sixty miles away, who was suffering with a large painful tumor which McDowell diagnosed as ovarian contrary to the opinion of other physicians who had seen the case. The woman then, in 1809, 47 years of age, and also Scotch, favored the operation, having entire confidence in McDowell's diagnosis. It was successfully performed, and the patient, a Mrs. Crawford, recovered and lived to be 78.

When, seven years later, after having two other successful operations of a similar kind to his credit, McDowell reported this case, it was received with criticism and challenge. The editor of a London review utterly discredited the facts set forth, though he was later obliged to humbly apologize, confessing that "a back settlement of America" had "beaten the mother country, nay, Europe itself," with all its boasted surgeons "in a fearful and formidable operation."

McDowell's reply to his critics following the report of his first successful ovarian operation is worth repeating for the injunction contained therein is still, unfortunately, applicable, and applies with special force in the field of operative treatment of cancer:

"I thought my statement sufficiently explicit to warrant any surgeon performing the operation, when necessary, without hazarding the odium of making an experiment, and I think my description of the mode of operation and of the anatomy of the parts concerned clear enough to enable any good anatomist, possessing the judgment requisite for a surgeon, to operate with safety. I hope no operator of any other description will attempt it. It is my most ardent wish that this operation may remain to the mechanical surgeon ever incom-

prehensible. Such have been the bane of the science intruding themselves into the ranks of the profession, with no other qualification but in boldness in undertaking, ignorance of their responsibility, and indifference to the lives of their patients; proceeding according to the special dictate of some author as mechanical as themselves, they cut and tear with fearless indifference, incapable of exercising any judgment of their own in cases of emergency; and sometimes without possessing the slightest knowledge of the anatomy of the parts concerned. The preposterous and impious attempts of such pretenders can seldom fail to prove destructive to their patients and disgraceful to the science. It is by such the noble science has been degraded, in the minds of many, to the rank of an art."

While McDowell's work marked a new era and resulted in the reduction of suffering and mortality due to this condition peculiar to women, the operation, ovariectomy, was not operative gynecology. Troublesome fistulas attendant upon improper handling of obstetrical cases in the early days was another ailment of women, the successful treatment of which was left to the patience and genius of Sims who was born in Lancaster County, South Carolina, in 1813. It was he who devised a radical cure for it, established the first woman's hospital and created the specialty of gynecology. The story of the repeated attempts of Sims to correct the persistent fistula of the slave, Anarcha, reads with as much interest as a passage from "Arabian Nights." The ingenuity with which early practitioners working with the crudest implements overcame apparently insurmountable obstacles is one of the most wonderful phases of the development of medical science. When after 30 operations upon this case a favorable result was finally obtained, the work of Sims had only begun, for it was not until 1855, after years of poverty and disappointment, that he finally established the Woman's Hospital of New York, the first institution in this country devoted wholly to the treatment of diseases of women.

DEC 13 1920

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. II

OCTOBER, 1920

No. 10

DR. MURPHY LEADS LAKE DISTRICT

We are informed by Dr. Powers that Dr. Fred T. Murphy, formerly Professor of Surgery at the Washington University Medical School, in St. Louis, has accepted the chairmanship for the states of Ohio, Michigan, Illinois and Wisconsin. Dr. Murphy is now located in Detroit and will cooperate with Dr. Reuben Peterson, our State Chairman for Michigan. Dr. Murphy has retired from active practice since his discharge from the service and we feel certain that he will now bring to the Society his expert organizing ability which was so noteworthy in France during the war.

CANCER EDUCATION THROUGH THE AMERICAN COLLEGE OF SURGEONS

Dr. Franklin H. Martin, of Chicago, one of the directors of this Society and secretary-general of the American College of Surgeons, has been carrying out an extensive itinerary thru the various State Sectional Clinical Congresses of the American College of Surgeons with the idea of bringing to the attention of practitioners and the general public the aims and purposes of the College. Provision was made in these programs for a discussion of the significant facts of cancer and its control and some of the leading surgeons of this Society have taken part.

Dr. William D. Haggard, our State Chairman for Tennessee, recently spoke to the physicians of Butte, Montana; Boise, Idaho; Portland, Oregon; and Seattle, Washington, on "The Imperativeness of the Early Diagnosis of Cancer and the Benefit of X-ray and Radium, Supplementing Surgery." Dr. Haggard states that a large lay meeting was also held in each of these cities attended in each case by five or

six hundred people at each of which he made a strong appeal in regard to the cancer problem.

A similar meeting was recently held in Pittsburgh before the Pennsylvania Section Clinical Congress of the College. The subject of the cancer program was entitled, "Prevention of Cancer Mortality" and was presented by Drs. Charles Davison and Emil Beck, of Chicago, and Dr. Frank L. Hupp, Chairman of our West Virginia Committee. Dr. Edward Martin, State Commissioner of Health, presided and a letter from Dr. Hupp speaks most enthusiastically of the success of this meeting. An audience of upward of two thousand physicians, teachers, nurses, members of women's clubs, students of the University of Pittsburgh and other Colleges and Institutions in the city assembled at the William Penn Hotel and gave the closest attention to the discussion of the problem. Meetings of this character are of the greatest value as a means of getting the essential facts concerning this disease before the public and the physicians of this country in an authoritative way, and Dr. Martin has the appreciation of the Society in presenting the opportunity for this type of cancer education.

ORGANIZATION AND WORK IN TENNESSEE

Information has been received from Dr. William D. Haggard which indicates that Tennessee is now thoroughly organized for intensive educational work in connection with this disease.

Dr. Haggard has appointed an Executive Committee made up of Dr. C. N. Cowden, Dr. L. E. Burch and himself, all of Nashville, to look after the campaign in Middle Tennessee.

Other portions of the State are provided for as follows:—

Upper and Middle East Tennessee: Dr. L. L. Sheddan, Chairman; Dr. S. R. Miller, and Dr. William Lynn, Secretary; all of Knoxville.

Lower East Tennessee: Dr. S. S. Newell, Chairman; Dr. J. B. Haskins, and Dr. H. P. Larrimore, Secretary, all of Chattanooga.

West Tennessee: Dr. J. M. Maury, Chairman; Dr. W. T. Black, and Dr. Battle Malone, Secretary, all of Memphis.

Dr. Haggard has recently held a cancer session under the auspices of the local medical society and has asked each of the other committees to have a similar program in their respective medical societies in the three other large cities of the state. He also secured the authorization for the purchase of one thousand copies of the Society's handbook, "What We Know About Cancer," by the Nashville Academy of Medicine for distribution among physicians of Middle Tennessee. The three other committees have also been instructed to effect the same thing in their territories in order that the whole state may be covered.

Dr. Haggard has been invited to deliver the annual oration of Surgery at the Southern Medical Association Meeting in Louisville, Ky., when he will again present the subject of cancer control, and a little later he intends to arrange for a number of public meetings as well as appropriate publicity in the local press.

This is a most encouraging start and we look forward with interest to the development of this campaign in Tennessee.

PROGRAM OF CANCER CONTROL WORK IN MAINE

In the August number of Campaign Notes an article explaining the affiliation of this Society's work with that of the Maine Public Health Association was presented. A campaign in that state is now taking on tangible form due largely to the aggressive interest of the Chairman of the Division on Cancer, Dr. Edward H. Risley, and the sincere cooperation of Dr. L. D. Bristol, State Commissioner of Health, and former chairman of the State Committee of this Society, and W. A. Harris, the Executive Secretary of the Association.

There is no question but that if the projected program is carried out in that State, it will serve not only to educate the physicians and general public, but will also be valuable as a type of campaign which might be useful as a guide for other state and local committees. Already, sixteen hundred copies of the medical handbook have been ordered as well as one hundred copies of the new handbook for the lay reader and one hundred of the nurses' bulletin. The program to be carried out by this Division of the Maine Public Health Association, recently submitted by Dr. Risley, is as follows:—

1. A preliminary letter announcing the cancer control campaign, and requesting interest and cooperation has been sent to every physician in the state.
2. The Presidents of all county Societies have been requested to have one paper on the subject of cancer provided for the year.
3. An editorial announcing the campaign has been sent to the Maine Medical Journal and an arrangement made to have an editorial on some phase of the cancer problem appear in each number of the Journal throughout the year, besides selected papers by men especially fitted to treat of the various aspects of the subject.
4. The distributing about December 1, 1920, of the American Society's literature to each physician in the state.
5. The later sending of this and other literature to all public and private hospitals, public libraries and fraternal organization reading rooms.
6. The appearance in various newspapers of the state of carefully edited literature on the general subject of cancer.
7. The sending of "What We Know About Cancer" to every physician in the state about February 1, 1921, and to the graduating classes of all medical schools in June.
8. The appointment of from one to three medical men in each county who shall act as centers for distribution of literature and the arrangement of lectures to lay organizations and to nurses in all public and private hospitals.

9. The American Society for the Control of Cancer pamphlet on "How the Public Health Nurse Can Help to Control Cancer", to be sent all registered nurses in the state.

10. The holding of a cancer clinic at the summer meeting at the Fairfield Sanatorium; a "Cancer Day."

The object of this division's work is to first enlist the interest and support of the physicians of the State by providing them with all the available literature for their own information, and later, to secure the active cooperation of the organized medical fraternity of the State to assist in the popular education of the public. This Society is offering every possible assistance and wishing them the best success.

MR. LAKEMAN CHANGES POSITION

We are just apprised by Mr. Curtis E. Lakeman, former Executive Secretary of the Society, that he has resigned his position as Secretary of the Department of Organization of the League of Red Cross Societies at Geneva, to join the personal staff of Colonel Robert E. Olds, Commissioner to Europe of the American Red Cross. Mr. Lakeman will have headquarters at 4 Rue de Chevreuse, Paris, as assistant to Colonel Olds, and as he has for some time desired to locate in Paris we are all glad for this opportunity and wish him every success in his new position.

FRANCO-ANGLO-AMERICAN LEAGUE

The first printed announcement of the formation of this new cancer league, which was organized in Paris in 1918, was received at the office a short time ago. It is evidently made up of a group of wealthy and influential persons and it is claimed to be "the first institution founded with a scientific and philanthropic object as the result of an understanding between the three great allied nations." Its members among its council of administration the following:—

M. Justin Godart, ex-Under-Secretary of State for the Service of Public Health; Professor Hartmann, of the Academy of Medicine; Sir John Pilster, Honorary-President of the British Chamber of Commerce, Paris; Profes-

sor Mark Baldwin, Foreign Correspondent of the French Institute; and Baron Edouard de Rothschild.

No further information has been received as to the activities of this League except that contained in a recent news article transmitted by Mr. Lakeman which indicates that its major interest will probably be in the establishment of hospitals, laboratories and other institutions. The article headed, "A Gift of the League Against Cancer" reads as follows: "The Franco-Anglo-American League against cancer recently made a gift of 40,000 francs through the intermediary of its Vice-President, Prof. Hartmann. This sum is destined for the establishment at the Hotel-Dieu of a Department where cancer patients will be treated by the new methods of radiotherapy."

DR. WOOD ON ROUTINE EXAMINATION FOR CANCER

The percentage of rejections from active service due to various physical disabilities disclosed in the draft of men from 21 to 31 years of age in the United States (39 per cent. being the latest figure) leads us to wonder what would have been disclosed in the higher age groups. All facilities, either voluntary, such as represented by the physical training in clubs, leagues, and associations; or compulsory, through military training laws such as have been enacted by several states, should go far toward correcting these defects of youth. For the adult population, however, there appears no escape from the continued increase in the diseases of middle and later life except by means of periodic examination. The present interest shown in "health days" and "health weeks" is significant; and the "health centers" which are now being established throughout the country together with the organization of demonstration, diagnostic and advisory clinics in connection with them gives promise of the eventual realization of the hope expressed by Dr. Francis Carter Wood at a recent meeting of the officials, active and advisory, of the Life Extension Institute, when he said:—

"In the very interesting discussion which has just taken place no one has mentioned how extremely important to the diagnosis and treatment of cancer is the routine examination

of people in apparent health. The whole future success of the operative treatment of cancer depends upon early diagnosis. Only a very small proportion of persons suffering from carcinoma of the stomach or rectum, for instance, present themselves for examination sufficiently early to permit of a curative operation. A very large proportion of women with cancer of the uterus are seen too late for permanent cure to be effected by any sort of operation. Many of these people have few or no symptoms which would lead them to think that they have a malignant growth. They do not go to a physician until they begin to feel seriously ill, and usually by that time it is far too late for a cheerful prognosis.

For some reason physicians do not interest themselves in making routine examinations of apparently healthy people, and not a few of the persons suffering from cancer whom I have seen in the last few years at the laboratory of

the Crocker Cancer Research Fund had been seen by physicians and been told that there was nothing the matter with them.

I hold that it is one of the functions of the Life Extension Institute to educate the medical profession, however resistant it may be to instruction from such a source. Another equally important function is to diagnose these early tumors and refer the patients to surgeons for operation when necessary. I look forward to the time when the surgery of cancer will be a specialty and only specially trained men will be permitted to operate. If the patients reach such specially trained men soon enough the present menace of cancer will be much diminished. Much has already been done by the Society for the Control of Cancer to give widespread publicity to the subject of cancer and its dangers, but much more can be accomplished by the application of the methods of the Life Extension Institute."

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and fieldworkers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. II

NOVEMBER, 1920

No. 11

COLORADO AREA ORGANIZED

Cancer Week

A new district has recently been organized in the Rocky Mountain area made up of the states of Colorado, Wyoming, Utah, Arizona, New Mexico and Western Kansas, under the directorship of Dr. Donald C. Balfour. Dr. Balfour is one of the surgical staff of the Mayo Clinic and is wintering in Denver. His extensive acquaintance will make it possible for him to select appropriate state chairmen for the constituent states in this district and with the help of Dr. Powers and Dr. F. W. Kenney, whom Dr. Balfour has selected as State Chairman for Colorado, the realization of an active campaign in this area is assured.

Already an educational demonstration is under way. We are informed that a "cancer week" is to start throughout the state of Colorado on November 14. At the request of Dr. Powers and Dr. Kenney we have forwarded a set of photographs of the new cancer exhibit as well as colored lantern slides of the same material and have sent two thousand copies of the pamphlet entitled, "Fighting Cancer With Facts," and two thousand "Fourteen Points About Cancer." We have not secured a complete program of the activities mapped out for this "week" but it is hoped to be able to publish them in an early number of the bulletin.

CANCER CONTROL COMMITTEE IN THE PHILIPPINES

Real interest in the cancer control movement has for several years been shown by the Secretary-Treasurer of the Philippine Medical Association, Dr. Arturo Garcia. A recent

communication from Dr. Garcia states that at a joint meeting of the Philippine Islands Medical Association and the Manila Medical Society, the former Cancer Committee of the Association was enlarged to include the following members:

Prof. H. W. WadeChairman
Chief, Dept. of Pathology and Bacteriology,
College of Medicine and Surgery, University
of the Philippines.

Dr. W. de LeonSecretary
Dept. of Pathology and Bacteriology, College
of Medicine and Surgery, Manila.

Dr. Liborio Gomez.....Member
Chief, Biological Division, Bureau of Science,
Manila.

Dr. Otto SchoblMember
Division of Serology, Bureau of Science,
Manila.

Dr. P. Guazon.....Member
Chief, Department of Surgery, Philippine General
Hospital, Manila.

Dr. Ricardo FernandezMember
Chief, Department of Physical Therapy, Philippine
General Hospital, Manila.

Dr.Member
Member of Statistical Division, Nominated
by Director, Philippine Health Service, Manila

The Director,
Philippine Health Service, Manila
Member Ex-officio

The Director,
Philippine General Hospital, Manila.
Member Ex-officio

The Director,
Bureau of Science, Manila
Member Ex-officio

BROOKLYN INSTITUTE OF ARTS AND SCIENCES

One of the most important meetings which this Society has recently held in New York City was that at the Brooklyn Institute of Arts and Sciences on Wednesday evening, October 6, addressed by Dr. William Francis Campbell, Professor of Clinical Surgery at the Long Island College Hospital. Dr. Campbell used the Society's lantern slides to illustrate his talk, which occupied about forty-five minutes and was then detained a full half hour discussing the problem with the audience. A portion of a letter received from the Director of the Institute following this address is quoted:

"Major Campbell gave us a most interesting and illuminating presentation of the subject, and one that was closely followed by an audience of some four hundred members. We have had in the past a number of discussions of the cancer problem by other authorities, but I can recall none which aroused greater interest or was delivered more effectively than that by Major Campbell."

DR. HUNTINGTON AND MEDICAL JOURNALS

In the June number of "Campaign Notes" it was stated that Dr. Powers had appointed Dr. Howard C. Lilienthal to communicate with and encourage the inclusion of the cancer problem on programs of state and county medical societies, Dr. Charles H. Peck to undertake the same service in connection with the various sections of the American Medical Association, and Dr. C. N. Dowd to do the same with other national medical and surgical bodies.

Dr. Powers has extended this kind of individual specialized service by recently appointing Dr. T. W. Huntington, one of the best known surgeons on the Pacific coast to assume the important task of sending editorials, reading notices and other material to the following four important weekly medical journals: Journal of the American Medical Association, The New York Medical Record, the New York Medical Journal and the Boston Medical and Surgical Journal.

This should prove a most valuable method

of supplementing and extending the material which is from time to time sent out from the office to all the medical journals of the country.

THE CANCER CAMPAIGN IN TEXAS

One of the State Associations which was the first to reply to the letter sent out last June by Dr. Lilienthal urging cooperation with this Society was the State Medical Association of Texas. Replies were received from Dr. Ira C. Chase, President, and Dr. Holman Taylor, Secretary and Editor-in-Chief of the Texas State Journal of Medicine. We were informed that the Association had appointed a new cancer committee and that material was being compiled for a special cancer number of the Journal to be issued simultaneously with the inauguration of a state cancer control campaign. The Cancer Committee is as follows:

Dr. A. C. Scott, Temple, Chairman
Dr. Martha A. Wood, Houston
Dr. W. L. Brown, El Paso
Dr. George H. Lee, Galveston
Dr. George T. Thomas, Amarillo

This committee has been carefully selected with the idea of appointing those particularly interested in the subject in the various large centers of the state. It was suggested that this committee be also made the Texas State Committee of this Society and Dr. Powers has approved this suggestion and appointed Dr. A. C. Scott as our State Chairman.

We are assured of the fullest cooperation of the State Medical Association through Dr. Chase and Dr. Taylor and the committee will shortly proceed to organize for several cancer meetings throughout the state probably during the same month. It has been decided to issue the special cancer number of the journal in April and it is probable that this will be designated a "cancer month" in that state.

DR. HUNT APPOINTS TWO STATE COMMITTEES

Dr. Verne C. Hunt of the Mayo Clinic, acting as Regional Director for the States of Minnesota, Iowa, Montana, North and South Dakota, is entering upon the active organization of this district and has recently appointed two excellent committees to serve for the first named states.

Minnesota Committee

Dr. Henry Wireman Cook, Minneapolis
Dr. Aaron Schmitt, Mankato
Dr. Harry P. Ritchie, St. Paul
Dr. Arthur C. Strachauer, Minneapolis
Dr. Theodore Chapman, Duluth

Iowa Committee

Dr. Charles A. Rowan, Iowa City
Dr. William Jepson, Sioux City
Dr. A. M. Pond, Dubuque
Dr. John F. Herrick, Ottumwa
Dr. Donald Macrae, Council Bluffs

The organization of these nuclei made up of representative members of the medical profession throughout the country will unquestionably put the work of this Society on a thoroughly firm foundation and place it in a position to advance its educational program as never before. Dr. Hunt is to be congratulated upon the appointment of these committees and the speed with which he has undertaken to organize this immense field, most of which has not hitherto been worked with any degree of consistency by the Society.

A CANCER CRUSADE

Many Facts and More Possibilities

The following outline of a cancer crusade appeared in a recent number of "The Hospital" and was forwarded to the office by Dr. Fredrick L. Hoffman, one of the active members of the Executive Committee. It is printed in full not because it contains anything new to those who have been active in the work of the National Society but because it indicates the interest of the editor of this important publication and contains a re-statement of facts which cannot be too often repeated and which may serve as suggestive to the chairmen of the various cancer committees now serving the Society in the various sections of the country:

"While other diseases may for a short time hold the stage and get more notice from the Press, there is no question that cancer exercises the greatest hold over the mind of the average man or woman. Other diseases may claim attention for a time; some with every reason, as syphilis, gonorrhoea, and tubercle, others less justifiably, as rabies and encephali-

tis lethargica, and a few with no justification whatever, as in the pellagra scare, which was so vigorously worked before the war. All these have their day, but cancer remains constant.

This being so, it may be of interest to plan an Anti-Cancer Crusade on the lines of the present Anti-Venereal Diseases Campaign, and to see what good might result from it.

One would start, of course, by saying that in the early stages cancer can be cured; this is true, and will well bear repeating. Then the next point would be that cancer, in its early stages is not painful. These two points by themselves, if only they could be thoroughly instilled into every person, both in the medical profession and amongst the lay public, would greatly help to the more efficient treatment of this disease."

Need for Early Examination

"Then, still to deal with generalities, the next point is that cancer is not contagious; this is true and would bring a relief to many nervous persons. Next, that cancer is not hereditary; this is not absolutely true, though very nearly so, so nearly so that we would be quite justified in stating it for a fact. Then we should come to particular instances, and give advice which certainly ought to be common knowledge. The breast—any lump occurring in the breast should be examined by a doctor at once, —and even if not considered to be malignant, should be kept under observation for many months. The propriety of advising the removal of small specimens for examination is open to debate, for it is more than probable that by such interference the formation of metastases is encouraged.

Any woman, who after the climacteric, has what seems to be a return of her periods, or any sort of a discharge, no matter whether it be blood-stained, foul or no, should at once submit to a thorough vaginal examination, and no secondary considerations should deter either her or her doctor. Though this is especially true of those past the climacteric, it is also true of younger women, and unexplained menstrual irregularity or the appearance of a discharge should be the signal for a visit to the doctor and a thorough examination.

Then the rectum; all elderly persons who develop piles should have a rectal examination

made lest the piles should be but a symptom of the underlying disease.

And lastly, any sores or cracks, lumps or ulcers, if they will not heal or tend to spread, and any warts, or birthmarks, if they change in size, color, or appearance, should be regarded as suspect, and should be examined by a doctor.

Here we have the basis of one pamphlet in our anti-cancer scheme, and it is impossible to deny that if simple information as that given above were distributed to all persons in all classes, and appreciated by them, the chances of patients coming for treatment with their disease still in a sufficiently localized condition to be capable of absolute removal, would be immensely increased.

The above leaves untouched, however, many sites of this disease. The diagnosis of some is so often only to be confirmed by operation, and their symptoms so vague, that more harm than good would result from sketching their early symptoms. To threaten every sufferer from indigestion with cancer of the stomach, and hold out laparotomy as the only certain means of diagnosis would bring the scheme very quickly into disrepute, but with the types mentioned above the case is very different.

The Educational Factor

"That the widespread dissemination of such information would cause unnecessary alarm to many persons free from disease need not be counted as a drawback to the scheme. Already many thousands live in a constant state of

dread lest they should be, or become victims of this disease. In many cases their fears are quite ungrounded, and if, with a little suitable encouragement, they could be persuaded to see a doctor (and this, with the curability of cancer in the early stages as an incentive, should not be difficult), they would be enabled to lead lives free from care and constant worry. On the other hand, should their fears be just, they would stand a far better chance of cure if seen early, and at any rate would be no worse off.

Also the knowledge on the part of the doctor that his patients expected and desired a thorough examination would strengthen his position, and to a certain extent, force his hand, and this, too, would be an advantage. It is an unfortunate fact, but none the less true, that some medical men will do all in their power to shirk examining their patients, especially when rectal or vaginal examination is in question.

A Practical Opportunity

"A Government scheme with local cancer clinics, at which were available every help to the diagnosis of malignant disease, might follow, then the allotment of special cancer beds, or even the building of special hospitals to which patients could be admitted without the delay which is often unavoidable at present. And so a vast organization would grow up, the final step no doubt being the formation of a research Committee to investigate malignant disease in all its forms, and to prepare statistics from the scheme and its results in particular."

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. II

DECEMBER 1920

No. 1012

NOTICE—ANNUAL MEETING JANUARY 29, 1921

The annual meeting of the membership of the American Society for the Control of Cancer will be held at the Executive Office, Room 1503, 25 West 45th Street, New York City, on Saturday, January 29, 1921, at 4 P. M. The time of holding the annual meeting this year has been put forward by vote of the Executive Committee in order that all accounts and reports for the current year may be closed and the fiscal year of the organization made to coincide with the calendar year. The chief business of the annual meeting will be to elect officers for the coming year, to receive the report of the Budget Committee, and to elect Directors to fill the vacancies of those whose terms have expired.

Following the annual meeting of the members of the Society there will be a stated meeting of the Board of Directors, probably in one of the nearby clubs. It is planned to make this one of the old-fashioned "dutch treat" affairs which have been so popular with the Directors in the past. This meeting will undertake to perfect the organization of the Board for the ensuing year, receive the report of the Executive Committee on the conduct of the work of the Executive Office during the past year, and talk over future prospects of the Society and the best methods for extending its influence through the Regional and State Organization, organized so efficiently by Dr. Powers. All members and Directors who can pos-

sibly do so are urged to attend the annual meeting at the time and place above indicated, and as many Directors as possible are invited to stay over for the meeting of the Board in order that this dinner conference may be a real success.

Regional and State Organization as of December 31, 1920

While not all the states have yet been organized with State Chairmen and Local Committees, enough definite progress has been made in this connection to warrant a rather detailed summary of the organization of the country as it exists at the present time.

Since Dr. Powers began the selection of Regional Directors and State Chairmen to head up the educational campaign in the various districts and states in the Union about a year ago, nine representative surgeons of the country have been designated Regional Directors and all but one state are now represented either by Regional Directors or State Chairmen. Pennsylvania is still to be arranged for, as are the two districts of New York State. Several other states are still lacking their chairmen, but these men are being appointed by the Regional Directors as fast as circumstances will allow. Some of the Directors have notified us that the chairmanships of certain states have been tendered but not yet accepted. The following schedule includes the complete information on our state organization as received at the office.

Region	Director
Massachusetts, Maine, Vermont, Rhode Island.	Dr. Robert B. Greenough, Boston
Maryland, Virginia, Delaware.	Dr. Joseph C. Bloodgood, Baltimore
Louisiana, Mississippi, Alabama.	Dr. C. Jeff Miller, New Orleans
Michigan, Ohio, Wisconsin, Illinois.	Dr. Fred T. Murphy, Detroit
Colorado, Arizona, New Mexico, Utah, Wyoming, Western Kansas.	Dr. Donald C. Balfour (Temporarily in Denver, Colorado)
Missouri, Oklahoma, Arkansas and Eastern Kansas.	Dr. Frederick J. Taussig, St. Louis

Region	Director
Minnesota, Iowa, North and South Dakota, Montana.	Dr. Verne C. Hunt, Rochester
California, Nevada.	Dr. Harry M. Sherman, San Francisco
Oregon, Washington, Idaho.	Dr. E. F. Tucker, Portland

STATE	CHAIRMAN
Arkansas	Dr. Dewell Gann, Jr., Little Rock
California	Dr. Harry M. Sherman, San Francisco
Colorado	Dr. Frank W. Kenney, Denver
Connecticut	Dr. Joseph M. Flint, New Haven
District of Columbia.....	Dr. James F. Mitchell, Washington, D. C.
Florida	Dr. Ralph N. Greene, Jacksonville
Georgia	Dr. George R. White, Savannah
Idaho	Dr. Lucien P. McCalla, Boise
Illinois	Dr. Carl B. Davis, Chicago
Indiana	Dr. Miles F. Porter, Fort Wayne
Kentucky	Dr. Irvin Lindenberger, Louisville
Louisiana	Dr. C. Jeff Miller, New Orleans
Maine	Dr. Edward H. Risley, Waterville
Maryland	Dr. Joseph C. Bloodgood, Baltimore
Massachusetts	Dr. Edward Reynolds, Boston
Michigan	Dr. Reuben Peterson, Ann Arbor
Minnesota	Dr. C. Verne Hunt, Rochester
Mississippi	Dr. Roland W. Hall, Jackson
Missouri	Dr. Frederick J. Taussig, St. Louis
Nebraska	Dr. Palmer Findley, Omaha
New Jersey	Dr. Edward J. Ill, Newark
New Mexico	Dr. James A. Rolls, Santa Fe
North Carolina	Dr. John W. Long, Greensboro
Oregon	Dr. Ernest F. Tucker, Portland
South Carolina	Dr. Robert S. Cathcart, Charleston
Tennessee	Dr. William D. Haggard, Nashville
Texas	Dr. Arthur C. Scott, Temple
Washington	Dr. Casper N. Sharples, Seattle
West Virginia	Dr. Frank LeMoyne Hupp, Wheeling
Wisconsin	Dr. John L. Yates, Milwaukee
Wyoming	Dr. George R. Johnston, Cheyenne
Iowa	Committee appointed but not yet organized
Rhode Island	Committee appointed but not yet organized
Hawaii	Dr. Joseph R. Judd, Honolulu

Cancer Committee Formed in Cincinnati

One of the most promising movements inaugurated by any American city for an intensive educational attack on cancer was that formed in the city of Cincinnati on November 4th, 1920. This organization known as the Divisional Council on Cancer Control was launched under the joint auspices of the City Health Department, the Academy of Medicine, and the Public Health Federation, and is financed by the Council of Social Agencies of the Federation.

The work of this Council is to be undertaken by a Committee of Fifteen, of which Dr. J. Louis Ransohoff is Chairman. Dr. Ransohoff has been for years a Director of the National Society and it is indeed a pleasure to cooperate with any movement with which he is connected, especially one which gives promise of such far reaching activity and definite success. The members of this committee are as follows: Dr. J. Louis Ransohoff, Chairman; Dr. Nora Crotty, Dr. Louis Schwab, Dr. Dudley W. Palmer, Dr. William H. Peters, Reverend Frank

H. Nelson, Mrs. Sara H. Withrow, Mr. Albert I. Strauss, Dr. Mark A. Brown, Dr. Robert Carothers, Dr. Julien E. Benjamin, Dr. Thomas P. Hart, Rabbi David Philipson, Miss Laura I. Logan, Mr. Bleecker Marquette, Secretary.

This is a carefully selected committee representing the three principal religious sects of the city, besides representatives of the nursing profession, the Red Cross, and representatives of the profession and the lay public. The committee is appealing to all the physicians in Hamilton County and to all auxiliary health agencies for cooperation and has divided its work under the two major heads of Professional Activities and Lay Activities as recommended by this Society.

Dr. William H. Peters, Health Commissioner of the city who has been most instrumental in starting this movement devoted the November number of the Cincinnati Sanitary Bulletin to the subject of Cancer by reprinting in full the Public Health Service circular entitled "Cancer — Facts Which Every Adult Should Know." An editorial note contains among other important statements the following:—

"This is not the time for indecision. If we are to stay the ravages of cancer, we can no longer reverence a silence which obstructs, rather than advances progress in early diagnosis and proper treatment. Wonderful strides have been made in the control of tuberculosis. Cancer, too, will yield to modern medical science, once the adult people understand the elementary facts."

A copy of the minutes of the last meeting of this Committee just received from Mr. Marquette indicates that this new organization is undertaking its work in a most thorough manner. They are ordering 1500 copies of the handbook for the medical profession entitled, "What We Know About Cancer," to be distributed to each member of the Academy of Medicine and to the members of the graduating class of the medical school as well as graduating nurses. They are also securing 5000 copies of the Public Health Service circular on Cancer for distribution among the lay public. They are planning to carry on an extensive system of lecturing among women's clubs, mothers' clubs, and other organized groups

which may desire a talk on the subject; and in order to secure demands for lectures they are urging the cooperation of the editors of the local newspapers in bringing the fact of the existence of this cancer committee and its facilities to the attention of the public. On the whole, this appears to be a most energetic group of interested public health crusaders and we look forward with considerable anticipation to what may be developed in this new field.

Denver's Cancer Campaign

More details have been received since the announcement made in the November bulletin concerning the educational campaign for the control of cancer recently concluded in Denver, which indicates that it was entirely successful. Letters received from Dr. Powers and Miss Lilian Hurd, Secretary of the Colorado Committee, present some interesting suggestions showing how this campaign was developed.

In the first place it was arranged to have it coincide with the Colorado Section Clinical Congress of the American College of Surgeons, and again Dr. Franklin H. Martin, Secretary-General of the College, made cancer and its control one of the main subjects for discussion. Dr. Powers, speaking on the subject "The Control of Cancer" before a public meeting of seven hundred representative lay people, had a most excellent opportunity to present the aims and purposes of this Society.

The schedule of meetings arranged by the Chairman of the Colorado Committee during this "cancer week" was as follows:

Date	Place of Meeting
November 16—	Denver County Medical Society
November 17—	Council of Jewish Women at Temple Emanuel.
November 18—	Drawing Room of Brown Hotel; Elks Lodge; Community Church.
November 19—	Central Presbyterian Church; Plymouth Church.
November 20—	Ophthalmological Society.
November 22—	Parish Aid Society of St. John's Cathedral; St. Mark's Parish House.
November 23rd—	Office force Mt. States T. & T. Co.

November 26th—The Western Section Clinical Congress of the American College of Surgeons.

November 30th—Cheltenham School.

December 2nd—Operators of Telephone Co. (So. Exch.)

December 3rd—Denver Civic & Commercial Association.

December 3rd—Tabernacle Soc. of Catholic Cathedral.

December 3rd—Auditorium, Webster School.

December 4th—Telephone Operators (Main Exchange.)

December 6th—Shriners.

December 8th—Operators, Telephone Co. (York & Main Exchanges.)

December 7th—South Side Women's Club.

December 10th—Ladies' Aid Society, Trinity Church.

December 10th—Altar Society, Immaculate Conception.

These meetings ranged in attendance from fifty to two hundred. The one given by Dr. Powers at the Brown Hotel was most significant. There were two hundred people present, mostly women, and as this was a purely voluntary attendance, the meeting not being under the auspices of any regular organization, it would tend to indicate that the statement so often heard that people are not interested in the subject of cancer and will not come out to meetings is not true and that when proper publicity precedes such meetings, the attendance always justifies the effort, and, as in this case, the attention and interest is evident.

One of the most important publicity methods used by the Denver people in addition to the excellent notices carried in the local press, was the following lantern slide:

Cancer. The American Society for the Control of Cancer says:

1. 85,000 people die yearly from this dread disease in the United States.
2. The majority of cases could be cured if taken early.
3. In early recognition lies the hope of cure. Cancer campaign in Denver next week! Watch the newspapers for notices!

This slide was shown at the eight leading motion picture houses at each performance, from two to eight days preceding the "cancer week." It was an attractive colored slide and

was seen by at least one hundred thousand people. The educational value of getting these three essential points presented in this effective manner before an audience of this number was in itself a most valuable bit of work and is the type of publicity which might well be used in all cities where cancer campaigns are being conducted.

Dr. Sherman Continues Active

A letter recently received from Dr. Harry M. Sherman, Chairman of the California Committee, informs us that the California Section of the American College of Surgeons recently held its Clinical Congress at Los Angeles, and that he presented an address before the assembled surgeons under the title "What Are We Doing With the Cancer Problem?" This was another of this important series of meetings which indicates how valuable is the cooperation between this national organization of surgeons and the American Cancer Society.

Dr. Sherman also stated that he had arranged a special cancer meeting on December 2 in Los Angeles to precede the annual meeting of the Western Surgical Association, which was to be held in that city the following day. This public meeting was held in the auditorium of Polytechnic High School, the other speakers being Dr. John E. Summers, of Omaha, and Dr. Andrew Stewart Lobengier, of Los Angeles. Bishop Joseph H. Johnson presided.

Dr. Sherman has also recently given two cancer talks in San Francisco, one before the Alliance of Social Workers, the other before the Students of Mills College, a prominent college for women. He is planning to start active work in Nevada, early in the new year at which time a Chairman for that state will be designated.

Dr. Winslow Goes to Geneva

We have just been informed that Professor C-E. A. Winslow, of Yale University, who is also a Director of this Society, has been chosen to direct public health work of the League of Red Cross Societies in Europe. Dr. Winslow has been granted a five months' leave of absence beginning February 1, when he takes up his new duties. Dr. Winslow carries with him the best wishes of the many public health workers of this country for an interesting and successful sojourn as Director of Public Health of this International body.

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. III

JANUARY, 1921

No. 1

NEW YORK CITY HEALTH DRIVE

During the second week of March a health drive is to be put on in New York City by the Board of Education and the City Health Department, cooperating with several of the national public health organizations, as well as local health agencies operating in the metropolis. This Society has been asked by Dr. Ernest L. Crandall, Director of Lectures of the Board of Education, and Dr. S. Dana Hubbard, Director of the Bureau of Public Health Education, of the Health Department, to assist by assigning some of our best lecturers to important meetings to speak on the subject of cancer.

Three definite requests have so far been received. These are as follows:

March 7— Dr. William Francis Campbell, Erasmus Hall High School, Brooklyn.

March 12— Dr. James Ewing, American Museum of Natural History, Manhattan.

March 12— Dr. Francis Carter Wood, Cooper Union Institute, Manhattan.

All of these will be public meetings on the general subject of the control of cancer and is part of the attempt now being made by the Department of Health to educate the public of New York City with reference to this disease in an attempt to lower the ever mounting death rate from cancer.

Activities in the Central South

We have recently received most encouraging letters from Dr. Frederick J. Taussig, Regional Director for Missouri, Arkansas, Oklahoma and Eastern Kansas, and from Dr. C. Jeff Miller, Regional Director of Louisiana, Mississippi and Alabama. Both of these men, who for years have served on the Board of Di-

rectors of the Society, are now actively interesting themselves in the organization of their several states.

Missouri

Dr. Taussig reports that he plans to continue his educational campaign through the various health centers of the Red Cross and through other existing health agencies, and favors intensive work by the direct transmission of knowledge concerning cancer through organizations of nurses, social service workers, and others engaged in various public health activities rather than through the medium of lectures before larger groups. The Committee is making use of the cartoon exhibit on cancer by showing it at various settlement houses, dispensaries, and other places where it will be seen by large groups of people. Dr. Taussig is continuing to address all the nurses training schools in St. Louis, the lectures either being given by him or by some of the members of the hospital staff of the Barnard Free Skin and Cancer Hospital. The St. Louis Committee took an active part in the recent demonstration of health films and health talks at the Woman's Exposition. Throughout that week a woman who was specially trained for the purpose gave a twenty-minute illustrated talk on cancer, three times daily before groups of persons who were attending the Coliseum where this demonstration was being held.

Dr. Taussig has recently appointed Dr. Dewell Gann, Jr., of Little Rock, Chairman of the Arkansas Committee, Dr. J. F. Binnie to take the Chairmanship of a District in Missouri and Eastern Kansas tributary to Kansas City, and has tendered the Chairmanship of an Oklahoma Committee to one of his friends in that district.

Dr. Binnie has taken up this work and has already appointed the following physicians as his committee, each being looked to to organize the campaign in his locality:

Dr. T. B. Craig, Nevada, Missouri.
Dr. J. R. Hall, Marshall, Missouri.
Dr. W. H. Gentry, Carthage, Missouri.
Dr. G. W. Jones, Lawrence, Kansas.
Dr. Daniel Morton, St. Joseph, Missouri.
Dr. R. L. Neff, Joplin, Missouri.
Dr. L. J. Schofield, Warrensburg, Missouri.
Dr. C. M. Waugh, Tarkio, Missouri.

Each of these men has been provided with the Society's literature, Lecture Outline and scheme of organization with a brief schedule of suggested activities, and we feel certain that this Committee under the competent guidance of Dr. Binnie will carry out a most useful campaign in that section of the country.

Arkansas

The Arkansas Committee, organized by Dr. Dewell Gann, Jr., is now getting well under way. Dr. Gann has veered somewhat from the method employed by most of our chairmen in organizing their committees. Instead of the Committee being made up of a preponderance of medical men the majority of them are lay people, though representatives of the profession are not lacking. He has associated with him as members on the State Committee the Governor of the State and representatives from all the prominent state organizations. This Committee is as follows:—

Dr. Dewell Gann, Jr., Chairman.

Miss Erle Chambers, Secretary, Executive Secretary of the Arkansas Public Health Association.

Hon. Thomas C. McRae, Governor of the State of Arkansas.

Dr. W. R. Bathurst, Editor, Journal of the Arkansas Medical Society.

Dr. Carle E. Bently.

Mr. J. L. Bond, Superintendent Public Instruction.

Mr. S. A. Connaughton, President State Federation of Labor.

Mr. Dan Daniel, I. O. B'Nai B'rith.

Mr. W. R. Donham, Arkansas Bar Association.

Mrs. Minnie U. Rutherford-Fuller, President W. C. T. U.

Dr. C. W. Garrison, State Health Officer.

Mr. Leigh Kelley, State Commander American Legion.

Dr. E. L. Miley, President Arkansas Dental Association.

Miss Ruth Riley, President Arkansas Nurses' Association.

Dr. George Sands, President Farmers Union.

Mrs. A. W. Troupe, President Arkansas Federation of Women's Clubs.

Mr. Walter Williams, President Arkansas Press Association.

With this type of organization reaching out into the major organized groups of the state no difficulty should be experienced in arranging for educational work through lectures, distribution of literature, and any other method designed to spread the message of cancer control.

Dr. Gann has secured the cooperation of the local press, of the Editor of the Arkansas Medical Journal and the State Health Officer, all of whom stand ready to assist. The Mayor of Little Rock has also expressed his interest in the movement and Dr. M. F. Dickinson has been appointed by Dr. Gann as District Supervisor for those counties not having a regular medical organization in the form of a county society.

As an indication of what this committee is undertaking and how it is organizing its campaign as well as a suggestion to other committees who are endeavoring to advance similar work, the excellent organization plans of this Arkansas State Cancer Control Committee are printed in full. Such definite programs are of the greatest value as examples of what well organized committees might include in their curricula.

1. "That the committee write every physician in the state, telling him of our organization and plans, and under separate cover, mail him reprints of prominent cancer articles, especially the handbook published by the American Society on "What We Know About Cancer" and the pamphlet on "Cancer Fakes" issued by the Propaganda Department of the Journal of the American Medical Association.

2. That the Editor of the Journal of the Arkansas Medical Society be requested to run an editorial on some phase of cancer in each issue of the Journal during the year 1921.

3. That where organized medicine is represented, we write the Secretary of the County

Medical Society requesting that they elect from their midst, or direct their president to appoint three of their members, to be known as county cancer control committee; this committee to cooperate with the state committee; act as a center for the distribution of literature; set aside at least one meeting a year at which a cancer symposium presenting the facts and progress concerning cancer will be held and arrange for lectures to lay organizations, clubs, etc., when the opportunity is presented. On December the thirtieth, nineteen twenty, the Pulaski County Medical Society created and its President appointed a cancer control committee.

4. That the counties in which there is no organized medical body be grouped into a district and a district supervisor be appointed to organize a cancer control committee for the district, similar to the state committee, he in turn to organize local cancer control committees.

5. That the President of the Arkansas Nurses' Association be requested to have the subject of cancer included in their curriculum and to obtain and distribute the Society's nurses' literature.

6. That this committee arrange for a public lecture on cancer to be held in Little Rock sometime early in 1921, this lecture to be given due publicity and, for this meeting, request the American Society to furnish us with a speaker of national prominence. Later, that similar public meetings be held in Hot Springs, Pine Bluff, Fort Smith, Texarkana, and other cities of equal note.

7. That after proper public interest has been aroused, a cancer week be declared and local county committees be encouraged to hold similar public meetings in the county seats. That the local committees be furnished with a properly edited compendium on the danger signals of cancer and request it be read from the pulpit on what might be designated as "Cancer Sunday."

8. That this committee appoint a number, that it may choose, of selected speakers who will from time to time be asked to present the subject of cancer to the chamber of commerce, local clubs, department store employees, etc.

9. That the committee send one or more of each of the pamphlets published by the American Society to all public libraries, hospital

libraries, libraries of fraternal organizations, etc.

In order to reach the whole population of Arkansas with his message Dr. Gann is now conducting a newspaper campaign in the nature of authoritative cancer articles written by himself under a pen name. This is an excellent idea and a method which might be employed by other cancer committees to insure the presentation of facts in the public press. The Committee has ordered three thousand copies of the handbook for the medical profession and has asked us to provide them with five hundred copies of each of our other publications. A financial campaign is shortly to be conducted to secure sufficient funds to carry on the local work and to make possible the distribution of quantities of the Society's literature. All in all this is a most noteworthy beginning and indicates that a well-rounded and thorough-going campaign will be carried out in that state.

Mississippi

An encouraging letter was recently received at the office from Dr. Roland W. Hall, Director of the Bureau of Vital Statistics of the Mississippi State Board of Health. Dr. Hall had noticed the organization work being done throughout the country as presented in "Campaign Notes" and expressed interest in similar work for his state. Since then Dr. C. Jeff Miller, our Regional Director for that district, has appointed Dr. Hall Chairman of the Mississippi Committee. Dr. Hall's position in the State Board of Health brings him in contact personally and by correspondence with all the leading public health workers in that state which he feels offers a splendid opportunity for distribution of literature, which might be mailed out without additional cost. He has taken real interest in the work and has asked Dr. Miller to discuss the preventive measures in the control of cancer at the semi-annual meeting of the Central Medical Society in July.

This adds one more state to the number now organized with interested and competent chairmen for intensive educational work.

Waltham Committee Under Way

Most cancer campaigns recently conducted throughout the country have either been undertaken by state committees or carried out by relatively large cities. As an indication of what

work may be planned and prosecuted by smaller towns attention is called to the excellent campaign now under way in the city of Waltham, Massachusetts, which has a population of about 40,000.

Before anything definite was done the National Office was communicated with for the purpose of finding out what it was in a position to render in the way of assistance and advice and how similar campaigns had been carried out in other cities. As noted in the February, 1920, issue of "Campaign Notes" Dr. Reynolds appointed Dr. A. Worcester as Chairman, and Mrs. G. H. Bowker as Secretary of a local committee in that city. Dr. Dwight O'Hara, one of Dr. Worcester's associates became interested in the work and it was decided to enlarge this committee and relate its activities with those of the Chamber of Commerce. This body agreed to become active in the campaign provided it had the endorsement of the local medical profession and the clergy. This endorsement was first secured and the following committee is now undertaking a thoroughly business-like campaign in that city:—

Dr. A. Worcester, Chairman, President of the Massachusetts Medical Society.

Mrs. G. H. Bowker, Secretary.

Mrs. W. D. Clement, President of the Waltham Woman's Club.

Dr. C. B. Fuller, Chairman of the Local Board of Health.

Dr. D. O'Hara, Treasurer.

Mr. J. T. Shay, Secretary of the Chamber of Commerce.

Dr. D. O'Hara, Treasurer.

After the organization of the Committee they felt that their first attempt should be to "educate the educators" and for this purpose Dr. Robert B. Greenough was invited to address a group of physicians and nurses on December 22. Following this preliminary lecture, a large public meeting has been arranged in one of the high schools to be addressed by Dr. Edward Reynolds on the evening of January 28th. As the assembly hall will accommodate 600 people, and a special effort is being made through the public press and by the use of lantern slides in the moving picture houses to make this meeting known to everybody in the city, it is expected that a large audience will be on hand to hear Dr. Reynolds.

Realizing the importance of having as many of the citizens of their city as possible actively interested in the general movement for the control of this disease, the committee is now endeavoring to secure members for the National Society. As a means to this end a letter is being addressed to approximately 150 of the most prominent citizens in the city calling their attention to the high mortality from cancer and asserting that early cancer can be cured. Stress is laid upon the importance of the education of the public and Waltham is urged to interest itself actively in this movement so that its contribution to the annual toll of ninety-thousand cancer deaths a year may be reduced. A second letter, after reviewing the points cited in the first, indicates four ways in which this result may be accomplished:—

1. Join the American Society for the Control of Cancer. This costs five dollars, which helps spread the facts about cancer to all the people in the United States. It also brings you all the literature and the monthly bulletin of the Society.

2. Pass literature among those who look to you for support and advice. Samples of this literature may be had from the Waltham Chamber of Commerce. The Waltham Committee will furnish it for you in any amount ordered.

3. Inform yourself and your friends in regard to this disease. There is no better way for you to do this than by attending a lecture to be given in the Assembly Hall of the Junior High School, on Friday, January the twenty-eighth, at 8.00 P. M. Dr. Edward Reynolds, Chairman of the Directorate of the American Society for the Control of Cancer, is to be the speaker.

4. Contribute a few dollars to the local committee to help cover its expenses. Checks may be made payable to Dwight O'Hara, Treasurer, 751 Main street, Waltham.

The Committee has kindly supplied the National Office with a list of these names and we plan to add our appeal to theirs.

This appears to be a most aggressive and thoroughly sane program for the conduct of such an educational campaign and it is felt that many of the methods used in Waltham may be applicable in other cities of like size and nature.

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NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. III

FEBRUARY, 1921

No. 2

ANNUAL REPORT OF THE SOCIETY—1921.

This number of "Campaign Notes" is devoted to a summary of the year's work. It represents a report from the Executive Committee and Board of Directors to the supporters and members of the Society. Taken together with some of the more detailed numbers which have recently been sent to you, it should be useful in acquainting your friends with the activities now being undertaken for the control of cancer. Additional copies may be had for distribution if desired.

Membership Campaign

Acting upon Mrs. Mead's oft-repeated suggestion that the Society endeavor to add materially to its membership as a means of increasing its financial support as well as enlarging that group of earnest persons committed to the educational work of the organization, the Committee decided to apply itself to this effort during the first half of the year. Three principal means to this end were employed. In the first place each Director of the Society was requested to send into the office a list of persons thought to be sufficiently interested in the control of cancer to desire membership in the national society. A special letter of appeal was prepared by Mrs. Mead and though altered in certain instances by the sender was used as a basis for all appeals sent out during the year. As the result of invitations of Directors, 111 new members were secured.

The next important group appealed to was about 4,200 persons who had contributed to the fund of the United Hospital Drive in New York City sometime before. Mrs. Mead had secured the list of these donors and by sending out an original letter and a "follow-up" about three months later, four hundred and seven new members were secured, most of them from New York City.

While the above campaign was under way notices were carried in the monthly bulletin of the Society urging members to send in lists of persons whom they felt might be willing to join. As a result of these notices and lists received on blanks specially prepared and en-

closed for the purpose, seventy-five additional members were added to the roll, making a total for the year of 593. It must be understood that these were not all simply \$5.00 members, but many of them contributed sums ranging from \$10.00 to \$100.00, the total receipts of the campaign amounting to upwards of \$4,000. While this is only about one-fifth of the three thousand members which Mrs. Mead set out to secure, it proves conclusively that her goal is in nowise unattainable, and by a continuous process of campaigning, it should be possible to enroll 5,000 members in the course of the next few years.

Organization of the Country for Intensive Cancer Control Work

At the last meeting of the National Council, Dr. Powers, as the President of the Society, was authorized to proceed along the lines suggested by him at that meeting, to enlist a number of his friends in the cancer control movement by appointing them Regional Directors and State Chairmen of Cancer Control Committees. The December number of the monthly bulletin carried a complete schedule of this organization at the close of 1920, which indicates more forcibly than could any words, how successful Dr. Powers has been in this important undertaking. There are now nine Regional Districts made up of from two to five states, each under the direction of an eminent and interested physician or surgeon. Thirty-three states, exclusive of Hawaii, are also organized with Chairmen, and reports coming in from the field, many of which have been reproduced in the monthly bulletin, plainly show that the

work is now well under way and give assurance that the message of cancer control will be given increasing attention throughout the country.

The New Cancer Exhibit

Early in the year the Executive Committee received a communication from Dr. Frederick R. Green, Secretary, Council on Health and Public Instruction of the American Medical Association, suggesting that the Society prepare a cancer exhibit for the scientific exhibit at the annual meeting of the Association to be held in New Orleans in April. The services of Mr. R. Phillips Ward, an eminent New York illustrator were secured and a set of fourteen sketches in color were drawn by him. It was designed to show in this exhibit the essentials of the cancer problem from the standpoint of the layman, one series of seven showing the right and usually successful way of treating cancer by going at once to a competent physician and fearlessly following his advice, while the other depicts the wrong and usually fatal method, in which the patient, by seeking treatment from an advertising quack loses valuable time and his chance for a cure. These sketches, arranged to tell a simple contrasted story, were most favorably received and commented upon at New Orleans and were shown during two months of the past summer at the American Museum of Natural History where they were viewed by a large number of people each day.

It is hoped to be able to reproduce this exhibit by some inexpensive method in order that each of our committees as well as health departments and other agencies doing public health work who may desire it, may be provided with a complete set. Estimates secured indicate that by reducing the number of colors, this exhibit may be reproduced by the offset press method for about \$500.00. Some of this amount could undoubtedly be returned to the Society by the sale of sets at a nominal price.

Lectures During 1920

The past year has seen a greatly increased number of lectures by the Society and persons affiliated with it. Most of these were given in New York City during the cancer campaign and in Colorado and Ohio during the "cancer weeks" held in those two states; the first, by the Colorado Committee of the Society, the

other by the Cancer Committee of the Ohio State Medical Association.

In New York City 45 lectures were given with a total attendance of 3,918, approximately 3,000 of which were reached during the cancer campaign. In Colorado, 84 lectures, with a total attendance of 5,273 have been held, thirty-two of them in Denver and fifty-two in Colorado Springs by Dr. F. C. Gardiner, Chairman of that local committee, and other members of his lecture bureau.

In addition to these Dr. Powers delivered an address on the work of the Society before the Southern Surgical Association at Hot Springs, Virginia; Dr. Hoffman gave two lectures on cancer, one at the American Medical Association meeting in New Orleans, the other at the annual meeting of the Minnesota State Medical Society and Dr. Gaylord delivered an address at the annual meeting of the Georgia State Medical Association. Many other lectures have been given by our state and local committees. Dr. Tucker reports six in Oregon, Dr. Sherman six in California, while reports of meetings have been received from Dr. Tausig in St. Louis, Dr. Hupp in West Virginia, Dr. Long in North Carolina, Dr. White in Georgia. Drs. Greenough and Reynolds have recently delivered lectures on the subject for the Waltham Committee and Dr. Palmer Findley reports that his Committee is now engaged in holding a large number of meetings in Nebraska.

Excellent cooperation has been rendered in this connection by the American College of Surgeons under the direction of Dr. Franklin H. Martin. Dr. Martin has requested, and has been provided with, a list of our Regional and State Directors and Chairman and is using them in the public meetings of the various Sectional Clinical Congresses now being held throughout the country. Dr. Powers recently addressed a large audience in Denver; Dr. Sherman, one in Los Angeles; Dr. Hupp, a similar meeting in Pittsburgh, and Dr. Haggard reports that he gave four such public addresses in the northwestern states at Butte, Montana, Boise, Idaho, Portland, Oregon and Seattle, Washington. Taken all in all the lecture work on cancer during the past year has been highly satisfactory and we are providing each of our chairmen with a number of lecture

report cards to be filled in for 1921 which will insure a more accurate record of these talks for the ensuing year.

Cancer Campaigns

Successful "cancer weeks" were carried out during the past year in New York City, Ohio and Colorado. In each of these campaigns large numbers of people were reached not only by the lectures arranged for the profession and public, but also through the large amount of newspaper publicity carried on at the same time. In Colorado they also showed slides in the moving picture houses prior to the campaign, it being estimated that fully 100,000 persons received notice of the meetings in that way.

Dr. Wainwright inaugurated a somewhat different type of campaign which he designated as "cancer days." In Scranton and Sayre, Pennsylvania, a day was set apart for the consideration of the cancer problem under the auspices of the Cancer Commission of the State Medical Society. Notices were sent out to all of the medical men in the surrounding district, stating that on the day indicated a group of consultants from New York and Philadelphia would be at the local hospitals to examine and advise with reference to any cancer case which might be brought in or referred by the physician. These demonstration clinics were held in the afternoon and were most successful and suggestive. In the evening public meetings were arranged for the physicians in attendance, and for nurses and social workers. Similar campaigns are being planned for next year. The Maine Committee states that it will hold a cancer day, the Arkansas Committee is arranging for a Cancer Week and in Texas they announce that April will be designated a "cancer month."

Theatrical Production

Following the New York City campaign a group of actresses and actors, all of whom were connected with Broadway productions during the season, having heard of the work of the Society through Mrs. Mead and her brother, Mr. Cleveland, and desiring to give a benefit performance for some worthy cause, offered the proceeds of a showing of "The Merchant of Venice" to the Society. Mr. William F. Brady donated the use of the Playhouse, the actresses and actors their services, and the performance was given on the evening

of June 10, which netted the Society approximately \$600.00.

Literature Distributed.

The demand for literature increased along with the Society's renewed activity following the war period and fully 90,000 pieces of literature were distributed during the year. This increase was rather surprising and unlooked for and resulted in increasing our expenditures for printing during the year from the budget estimate of \$650.00 to over \$1,000.

The most widely distributed of all our literature was the leaflet entitled "Fourteen Points About Cancer," 49,000 of which were circulated during the year. Fourteen thousand of the circular entitled "Fighting Cancer With Facts" were sent out; ten thousand of the new handbook for the lay reader prepared by a special committee of which Dr. Wood was chairman; seven thousand of the handbook for the medical profession and sixty-five hundred of the nurses' bulletin. In addition to this, several thousand of the United States Public Health Service circular and of the Society's Lecture Outline were distributed.

Circular Letters Sent Out

Following the custom of the Society, special material was prepared and sent out to specialized groups from time to time. A letter of this character was sent to 149 medical journals enclosing a review of the new handbook for the lay reader, a reprint of an article prepared by Dr. Powers for "Colorado Medicine" on the work of the Society and a copy of the address delivered by the Executive Secretary before the American Medical Editors' Association at New Orleans last April. Many of these journals carried news or editorial articles based on this material and the Boston Medical and Surgical Journal is reprinting in full the paper delivered before the Medical Editors.

As soon as the new handbook for the lay reader was printed a circular letter was sent out to 53 state health officers and 82 health officers of large cities enclosing a copy of this pamphlet, together with another copy of the handbook for the medical profession with a price list of each, urging that orders be placed for any quantity desired for distribution in their districts. Several orders were received afterward, though in view of the fact that many of these departments had already pur-

chased either the handbook for the medical profession or reprinted the cancer circular of the United States Public Health Service, the demand for the new booklet from these sources was not as great as was anticipated.

Circular letters have been forwarded during the year, together with literature, to 94 nurses of hospitals in Savannah, Georgia, at the request of Dr. George R. White. Similar letters were sent to 51 public health nurses whose names were sent in by the Northwestern Division of the American Red Cross. In addition to these a special letter was sent out to 106 physicians selected by Dr. Powers with the idea of acquainting them with the work of the Society and enlisting their interest in the movement.

Dr. Howard Lilienthal, who had been appointed by Dr. Powers to stimulate state and local medical societies to become more active in the cancer campaign, prepared a letter addressed to the Presidents of the State Societies, fifty-three copies of which were typed and mailed out from the office, asking them to hold at least one meeting on the subject of cancer during the year; while thirty similar letters were prepared at the request of Dr. Charles N. Dowd, and addressed to the presidents of other medical and surgical organizations in the United States.

Articles Requested and Prepared

Health agencies and health and news writers continue to look to the Society for educational material, as in the past. The monthly bulletin has been found useful for this purpose and in addition to papers mentioned in the above report, requests have been received from the following during 1920:—

(a) Special articles on the work of the Society, its purposes, organization, etc., from the Survey, Modern Medicine and the New York Evening Globe.

(b) Special articles for women's magazines, from the Delineator and the American Woman.

(c) A special Cancer Poster for the National Safety Council.

(d) A medical article for the Editor of Clinical Medicine, which has been prepared by Dr. Greenough; and another from the editor of the health column of the Boston Transcript.

(e) A special news article for the New York Evening Post, as well as a general pro-

paganda article for the Society column of several metropolitan papers during the time of the theatrical production.

(f) A special report for the Cleveland Hospital and Health Survey, indicating the methods of organizing and carrying on a cancer control campaign.

In each instance the material was prepared and submitted to the Committee on Publications and other members of the Executive Committee for criticism before being sent out.

Bequest

The Society was made one of the beneficiaries under the will of Mrs. Kate E. P. Roberts who died in Chicago last summer. Information received from the Executors of the Estate indicate that the Society's share, in the final adjustment, will approximate \$4,000.

Incorporation of the Society

In view of the fact that it is necessary in many states for philanthropic organizations to be incorporated in order to receive bequests of this nature, the Executive Committee instructed Mr. Debevoise to proceed to incorporate the Society. After a thorough investigation Mr. Debevoise recommended that an attempt be made to secure a national charter by special Act of Congress. The necessary forms to present at the next session of Congress for this purpose are now being drawn up.

It is obviously impossible to present an accurate picture of the immense amount of routine work which these increased activities have entailed upon the office force of the Society. However, we have been able, by careful organization and by hiring occasional extra clerical service, to avoid adding to the paid staff. This has been largely due to the earnest devotion of the two office assistants Miss King and Miss Yearsley.

The Directors at their annual meeting expressed themselves as being highly gratified with the success of the Society's efforts during the past year. With the constant interest and support of its 1200 members and contributors, the work of 1921 is being undertaken with every assurance that the influence of the organization will continue to widen and deepen. May we remind you that the Executive Office will be pleased to provide members with additional information on any phase of the subject at any time.

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American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. III

MARCH, 1921

No. 3

ORGANIZATION IN THE LAKE DISTRICT

We have recently received a communication from Dr. Fred T. Murphy, Regional Director for the states of Michigan, Ohio, Illinois and Wisconsin, outlining an entirely new scheme of organization for the states of that district. In conference with Dr. Reuben Peterson, Chairman of the Michigan Committee, Dr. Murphy has worked out a scheme with the congressional district as the unit. There are twelve such districts in Michigan and the plan calls for a Chairman for each. The State Committee will then consist of these twelve men, together with the State Chairman, the State Commissioner of Health, the Secretary of the State Medical Society, the head of the State Nursing Association, the Secretary of the Judges of Probate Association and the Secretary of the State Society of Social Workers.

Each district is then to be sub-divided into its constituent counties, each county to have a chairman who shall be an interested practitioner, perhaps an officer of the county medical society. The other members of the County Committees are to be the Secretary of the County Medical Society, the Probate Judge, the Superintendent of the Poor, the Supervisor of the Visiting County Nurses, Secretary of the Charities Organization Society and such other individuals as may be capable of assisting in the propaganda. This plan which calls for professional leadership of all committees, as well as lay representation from the various organizations interested in public health and welfare movements should constitute a well-balanced working body and an admirable group to undertake the educational work throughout the state.

This plan has been submitted by Dr. Murphy

to Dr. John L. Yates, Chairman of the Wisconsin Committee and Dr. Carl B. Davis, Chairman of the Illinois Committee, both of whom have approved it, and Dr. Peterson has already begun active organization work along this line in Michigan. This idea is one of the most original and promising suggestions for organization of the Society's educational attack of any which have been tried out by our representatives in the various states and will be watched with interest.

West Virginia Progresses.

Letters recently received from Dr. Frank LeMoyne Hupp, Chairman of the West Virginia Committee, indicate that his various local chairmen, whose appointments were noted in the April and June, 1920 issues of "Campaign Notes," are now setting seriously to work, not only to organize their committees, but to initiate and carry out educational campaigns.

Early in the year Dr. Hupp reported that he had visited the Fairmont and Clarksburg Districts, and at the latter place addressed the physicians of Harrison County, and later in the evening a public meeting of townspeople upon the subject of the cancer problem. About this time a letter was sent by Dr. Hupp to each of his local chairmen, since which three committees have been appointed and two other district chairmen are taking up work locally in cooperation with the County Medical Societies.

Charleston Committee.

Dr. John E. Cannaday, Chairman of the Charleston District writes that the local committee has been appointed, and that on February 8th they held an enthusiastic meeting and resolved to get busy at once. Dr. Cannaday requests that the Society's lantern slides be forwarded, together with a supply of literature, for distribution at their proposed meet-

ings. The Committee as appointed is as follows:—

Dr. G. H. Barksdale, Charleston.
Dr. S. W. Bull, Charleston.
Dr. Irene B. Bullard, Charleston.
Mr. Walter E. Clarke, Charleston.
Dr. F. F. Farnsworth, Charleston.
Dr. R. A. Ireland, Charleston.
Mrs. Harriet Lounsberry, Charleston.
Dr. H. G. Nicholson, Charleston.
Dr. H. H. Staats, Charleston.
Dr. R. D. Roller, Charleston.
Dr. W. H. Wilson, St. Albans.

Dr. Cannaday reports that several organizations are to be in session during the week of April 11-16 in Charleston, and he has asked Dr. Hupp to come down to address a joint meeting on the subject of cancer control.

Clarksburg Committee

Dr. Chester R. Ogden, Chairman, has appointed the following Committee to represent the Clarksburg district:—

Dr. H. H. Haynes, Clarksburg.
Dr. E. F. Wehner, Clarksburg.
Dr. S. L. Cherry, Clarksburg.
Dr. E. N. Flowers, Clarksburg.
Miss Lena Allison, R. N., Clarksburg.
Mrs. H. B. Curtin, of the Civic Club, Clarksburg.

Mrs. B. F. Robinson, of the Ladies' Auxiliary of the American Legion, Clarksburg.

Dr. E. B. Turner, of the Rotary Club, Clarksburg.

Mr. Oscar Wilt, of the Kiwanis Club, Clarksburg.

Dr. E. B. Fittro, Salem.
Dr. Basil Linger, Lost Creek.
Dr. M. M. Davis, Bridgeport.
Dr. C. P. Cruinkshank, Lumberport.
Dr. C. C. Coffindaffer, Shinnston.

Huntington Committee

Dr. J. Ross Hunter, Chairman for this district, has recently appointed the following committee to assist him in carrying out an active campaign:—

Mrs. John Norman, Secretary, Huntington.
Miss Elizabeth Stonlaker, Huntington.
Dr. James R. Bloss, Editor, West Virginia State Medical Journal, Huntington.
Dr. W. E. Neal, Huntington.
Dr. Walter E. Vest, Huntington.
Dr. L. J. Corbly, Huntington.

Some of the members of Dr. Hunter's committee have already begun work. Miss Stonlaker read a paper before the Woman's Club, which was well received, and Mrs. Norman is preparing to have the subject presented to the Business Womens' Club and the various Parent Teachers' Associations. She also is planning work with the Rotary and Kiwanis Clubs, while Dr. J. R. Bloss, Editor of the West Virginia State Medical Journal, has agreed to carry an editorial on the subject written by Dr. Hunter.

While no other local committees have yet been reported we understand that several others are in process of formation.

Dr. W. H. St. Clair of the Bluefield District is planning a public cancer meeting with the Mercer County Medical Society in March and they are inviting representatives from the various civic organizations to be present, hoping to interest them, as well as the physicians, to take an active part in the local educational campaign. Dr. St. Clair is being supplied with literature for distribution at this meeting, and is contemplating a follow-up campaign by holding public cancer lectures in each of the three larger towns of the county on some future day.

One of the newest and probably one of the most important crusades ever launched in West Virginia has just been undertaken by Dr. Harriet B. Jones, whom Dr. Hupp appointed Chairman of the Glendale District last spring. Dr. Jones is the official lecturer for the West Virginia Tuberculosis Association and started upon a tour of the state early in March for the purpose of reaching the small towns and rural districts, with the message of early diagnosis and efficient treatment of these two diseases. The title of her lecture is "Taking Account of Your Health Assets and Liabilities," and she reports that four have already been given, and that in each instance she held conferences for personal questions on both cancer and tuberculosis. Her tour is to extend to sometime in May, and she is using the Society's lecture outline and distributing its literature at these meetings. This is one of the most effective kinds of dovetailing arrangements which could be made, and points to a most valuable type of cooperation which might be carried out in other states.

Letters have been received from several other local chairmen which indicate that they are shortly to undertake active work. Dr. Hupp reports a lecture before the district nurses in Wheeling sometime ago, and states that on April 18—19 the West Virginia Branch of the American College of Surgeons is to hold its annual meeting in Wheeling, and that, as Chairman of the Committee on Arrangements, he is planning a large public meeting on the cancer program. In addition to his own address Dr. Howard C. Taylor, Chairman of the Executive Committee of the National Society, has been invited to take part and Dr. Hupp expects to secure at least one other good speaker on cancer for this symposium. He asked that our lantern slides be reserved for this meeting.

None of our State Chairmen have shown more energy or ability in organizing the state work than has Dr. Hupp, and we are looking forward with the greatest interest to the success which we are sure will attend his efforts.

How Dr. Gardiner Does It

From time to time we receive letters at the offices expressing the opinion that those physicians residing in large cities have an advantage over those living in smaller towns in carrying on successful lecture work concerning this disease. Some even go so far as to say that in order for cancer lectures to be really successful it is advisable to import outside talent to give the talks. The implication in all this is to the effect that a man living in a smaller community well known to the inhabitants, is not so well able to enlist their interest and to draw them to cancer lectures as could a stranger.

Becoming interested in this phase of the subject because of the recent receipt of a letter in this tenor and recalling (as was stated in the February bulletin) that Dr. Charles F. Gardiner of Colorado Springs, Colorado, had delivered fifty-two lectures during the past year, the largest number for a single year ever held in this country, a letter of inquiry was addressed to him asking for a brief statement as to how his campaigning is done. Following is the substance of his report on the subject:—

1. I live in a small city, of thirty thousand population.

2. I have been in practice here thirty years and know most of the people.

3. I have been Chairman of the Red Cross for five years, and so can arrange matters without any lost motion.

4. I have a former patient, a school teacher, as my Secretary for the purpose of arranging cancer talks.

5. Every day she makes out a list of all meetings in churches, literary societies, social and health organizations to be held that day. She telephones to the President of the organization concerned, asking whether they would be willing to have me give a ten or twenty minute talk on the subject of cancer. She then telephones the appointments to me, and I take the assignments giving about 70% of the lectures myself.

"The ways and means are very simple," says Dr. Gardiner, and we must all agree that he is right. It is seen that the success of the work in Colorado Springs is due to a simple team of two. Dr. Gardiner is most interested in the work and is a personal friend of Dr. Powers. "Nuf sed!" His Secretary is thoroughly alive to the importance of the proper presentation of the subject, having herself been a teacher. Such fundamental factors are not peculiar to this city, and it is evident that the intimate acquaintanceship between this cancer committee and the people of the city is an asset, rather than a liability, to the success of their work.

A New Way to Distribute Literature.

The New York County Chapter of the American Red Cross, following up its excellent cooperation with this Society, recently favored us with a proposition to carry paid advertisements in some of the metropolitan papers, calling the attention of the public to various publications on cancer. Four such notices have been carried,—two in the Daily News, and two in the New York Globe. This notice read as follows:—

If This Does Not Interest YOU—Give It to
Someone Whom It May Benefit

Why Should Cancer Kill 1 of Every 10 Persons Over 40?

Every adult ought to obtain, immediately, a copy of the booklet prepared by the American Society for the Control of Cancer, entitled:

"What Everyone Should Know About Cancer"
It Will Be Sent To You
FREE

and possibly may be the "ounce of prevention"
needed to turn away the dreaded disease.

Write, Call or Telephone for Your Copy

Bureau of Public Health Information.

New York County Chapter

AMERICAN RED CROSS

119 W. Fortieth St. Telephone Bryant 9860.

More than 500 requests for this handbook have so far been received and filled by the Red Cross from the supply placed at their disposal for this purpose.

The State Board of Health of Wisconsin recently adopted a similar method of acquainting the citizens of that state with the fact that the Board was in a position to supply copies of the Public Health Service cancer circular entitled "Cancer—Facts Which Every Adult Know." They sent out a news story to the papers of the state which resulted in 265 requests. Another sent later brought in 245 others and a letter received from the Bureau of Education states that requests are being received daily and that they feel fully satisfied with the results of this simple educational effort.

These two bits of publicity indicate once again that there is a real demand for reliable information on the subject of cancer, whenever the people are apprised of where to turn for the supply. Paid advertising, of course, costs money, and unless somebody like the Red Cross is interested enough to defray the expense, it is probable that this kind of distribution cannot be extensively carried out in local communities. However, the Wisconsin plan is simple and inexpensive and is a method which might be employed by either state or city boards of health to advantage. This latter is offered as a suggestion to our local committees who might not only call it to the attention of their Health Department but also materially assist in the preparation of the news articles.

Group Consultation Clinics of the New York State Department of Health

The New York State Department of Health, in cooperation with the State Department of

Education, State Hospital Commission, the State Commission of Mental Defectives, the State Charities Aid Association, and the American Red Cross, has placed in operation a plan whereby very material aid may be rendered to the medical practitioners in the rural sections of the State through the Group Consultation Clinic. This clinic is composed of medical consultants covering practically the whole field of medicine and surgery. It consists of the following divisions:—pediatrics; orthopedic; surgery; diseases of the chest; diseases of adult life; neurology; psychiatry; mental deficiency; surgery and gynecology; venereal diseases; and oral surgery; together with a well equipped field diagnostic laboratory and and X-ray department. The territory covered by the clinic is usually an entire county and only such patients are accepted for examination as are brought in or referred by physicians. The Director of the clinic and the attending nurses call upon the physicians of the district before the clinic is held, explaining its objects and facilities. The physician is supplied with blank history sheets which he is requested to fill out for any case upon which he may wish consultation, and he is urged to avail himself of the laboratory and X-ray departments.

While no mention has been made of the fact that cancer patients will be accepted at the clinic in the notices which have gone forth to physicians, several cases have been referred. The consultants present felt that it would be desirable for somebody specially qualified in the diagnosis of cancer to be appointed to serve on these clinics. The Society was therefore requested by the Group Consultation Clinic Committee which shapes the policy of the clinic, to suggest appropriate consultants to take the Division of Surgery and Gynecology at the clinic held at Brewster, Putnam County, January 27—29. Doctors William E. Studdiford, Eugene H. Pool and William C. Healy conducted this Division where fifteen original examinations and nine additional consultations on cases referred from other Divisions were made.

The Health Department is to be congratulated upon this endeavor to assist both rural physicians and their patients and the Society is glad to cooperate in this practical movement which should prove of material value in guiding the treatment of cancer patients.

CAMPAIGN NOTES

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NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. III

APRIL, 1921

No. 4

ITEMS OF INTEREST FROM THE ANNUAL MEETING

Nation-Wide "Cancer Week."

One of the most important matters considered by the Board of Directors at its annual meeting on January 29th was the suggestion contained in a letter from Dr. Powers which was read at the meeting by the Chairman of the Board, Dr. Edward Reynolds, urging that a cancer campaign be conducted by the Society throughout the country sometime during the coming year. It was felt that such an effort would tend not only to focus the attention of the country upon the Society and its work, but would also make it much easier for our various state and local committees to inaugurate active campaigning; for the very momentum of such a nation-wide campaign would carry the work forward in the various centers with far greater impetus than would be possible through purely local activity. This suggestion was favorably received by the Board which voted to conduct such a campaign and referred the details to the Executive Committee. The Committee has since met and has decided to launch the campaign in the fall, probably immediately after the Public Health Institute, which the Surgeon-General of the Public Health Service is planning to hold in Washington and in which he has asked the cooperation of the Society in conducting that portion of the Institute relating to cancer. A preliminary announcement with reference to this subject will shortly be mailed out to Regional Directors and Chairmen of State Committees, asking for suggestions as to how such a campaign should be organized in order to be most successful in

their particular districts. The whole effort of the Society, between now and autumn will be so guided as to lead up to this culminating drive, and the date will be announced as soon as that for the holding of the Public Health Institute is learned.

NEW DIRECTORS ELECTED

During the year 1920, two vacancies occurred on the Board due to the deaths of Dr. Kenneth A. J. Mackenzie, of Portland, Oregon, and Dr. J. Henry Carstens, of Detroit, Michigan. To fill these vacancies Dr. E. F. Tucker, of Portland, and Dr. Fred T. Murphy, of Detroit, were elected. In addition to these Dr. Eugene H. Pool of New York City, Dr. Robert G. LeConte of Philadelphia, and Dr. Donald C. Balfour, of Rochester, Minnesota, were added to the Directorate.

MORE STATE CHAIRMEN APPOINTED

New York

New York is one of those states which Dr. Powers asked the National Executive Committee to organize. At a recent meeting of the Committee, after a thorough canvass of the possibilities in this state, Dr. John M. Swan of Rochester, was tendered the chairmanship of an up-state committee, to include all, except the metropolitan area. Dr. Swan has for years been active in educational work for the control of cancer, and has constantly cooperated with the Society, especially in connection with lectures and the distribution of literature to hospital nurses. He recently sent a letter to the superintendents of all nurses in the vicinity of Rochester, and each has since been supplied with an adequate amount of the nurses' bulletin and all have promised to hold lectures

on the subject for both graduate and pupil nurses during the coming year.

Dr. Swan stated that he had secured the cooperation of Miss Marion E. Fox, to serve as secretary, and that he had planned to divide the state into the same areas adopted by the State Medical Society, and will shortly address a letter to some of his colleagues in the various centers of the state, asking them to represent the Society in their districts or to recommend capable alternates.

Pennsylvania

The last state for which Dr. Powers selected a chairman to represent this Society was Pennsylvania. This completed the organization, so far as he was concerned, though there still remain seven states in which the Regional Directors appointed by Dr. Powers have not yet made their state selections. This work of preliminary organization is going forward, however, as rapidly as could be expected.

Dr. Henry D. Jump, of Philadelphia, has accepted the Chairmanship for Pennsylvania. Dr. Jump is president of the State Medical Society and is highly recommended by our Philadelphia directors, Drs. Clark and LeConte. With the support of these men in Philadelphia, and of Dr. Wainwright in Scranton, and Dr. Simpson, in Pittsburgh, Dr. Jump should have no difficulty in organizing a most efficient committee for work in that state.

Rhode Island

Some time ago, Dr. Robert B. Greenough, Regional Director for the New England States, assisted in the organization of a Rhode Island committee. This committee of which Dr. Herman C. Pitts is Chairman, is as follows:

Dr. Herman C. Pitts, Chairman, Providence.
Dr. Edward S. Brackett, Providence.
Dr. Charles V. Chapin, Providence.
Dr. Halsey DeWolf, Providence.
Dr. Fred V. Hussey, Providence.
Dr. Lucius C. Kingman, Providence.
Dr. George A. Matteson, Providence.

They are planning to add a number of lay representatives to this committee, and Dr. Greenough reports great interest in the work.

It is evident that this organization is already bearing fruit, for the State Department of Health is ordering a special edition of 7,000

copies of the handbook for the lay reader published by this society entitled "What Everyone Should Know About Cancer," to be distributed as the current number of their official bulletin.

Montana

A letter recently received from Dr. Verne C. Hunt, Regional Director of the district in which Montana is included, carried the agreeable information that Dr. Louis H. Fligman, of Helena, had accepted the Chairmanship of that State Committee. The committee as selected by Dr. Fligman, is as follows:

Dr. Louis H. Fligman, Chairman, Helena.
Dr. E. J. Balsam, Billings.
Dr. L. G. Griffiths, Kalispell.
Dr. E. M. Larson, Great Falls.
Dr. W. E. Shea, Missoula.
Dr. J. J. Sippy, Helena.
Dr. T. C. Witherspoon, Butte.

A communication just received from Dr. Fligman indicates that he has his plans well in mind, and is ready to launch them at the annual meeting of the State Medical Society in July. We are expecting to have the pleasure of a visit from Dr. Fligman at the time of his trip East the latter part of May or first of June, at which time we will have an opportunity to talk over in detail the methods for organizing his state campaign.

The office takes advantage of this occasion for issuing a general invitation to all chairmen and members of our various committees who are planning to attend the annual meeting of the American Medical Association in Boston, June 6th-10th, to drop in at the office on their way through New York City for the purpose of becoming personally acquainted and of talking over any matters of mutual interest.

NEW YORK CITY CANCER CAMPAIGN

In the January number of the bulletin, attention was called to the fact that the Board of Education and the City Department of Health had requested the Society to cooperate with them in carrying out a health drive during the second week in March. This health drive developed into a purely "cancer week," and in addition to the three addresses requested at that time by the director of the Bureau of Lectures of the Board of Education, seventeen other cancer talks were arranged as shown in the following schedule:

Date	Lecturer	Lecture Center	Attendance
March 6	*Mrs. H. B. Waters	P. S. 101, Manhattan	210
March 7	Dr. J. L. Barry	Richmond Hill High School	94
	Dr. W. F. Campbell and Dr. S. D. Hubbard	Erasmus Hall High School, Brooklyn	271
March 8	Dr. J. C. A. Gerster	P. S. No. 56, Bronx	109
	Dr. H. T. Langworthy	P. S. No. 30, Brooklyn	191
March 9	Dr. H. Neuhof	Central Jewish Institute, Manhattan	73
	Dr. F. Beekman	P. S. No. 43, Bronx	71
March 10	Dr. J. H. Warner	Stuyvesant High School, Manhattan	51
	*Dr. W. S. Bainbridge, Dr. S. D. Hubbard and Dr. G. S. Willis	Washington Irving High School, Manhattan	553
	Dr. J. Myers	Morris High School, Bronx	176
	Dr. W. F. Campbell	Bay Ridge High School, Brooklyn	67
	Dr. H. Barnes	P. S. No. 48, Brooklyn	80
	*Dr. J. L. Barry	P. S. No. 89, Queens	97
	Dr. A. H. Thomas	P. S. No. 30, Richmond	105
March 11	Dr. S. M. Milliken	Wadleigh High School, Manhattan	236
	Dr. W. F. Cunningham	P. S. No. 27, Manhattan	78
	*Mrs. H. B. Waters	P. S. No. 17, Bronx	116
	Dr. J. T. Pilcher	P. S. No. 95, Brooklyn	103
March 12	Dr. F. C. Wood	Cooper Union Institute, Manhattan	348
	Dr. F. T. van Beuren, Jr.	American Museum of Natural History, Manhattan	234

Those lecturers indicated by (*) were provided by the Director of the Bureau of Public Health Education of the Department of Health. The Mass Meeting held at Erasmus Hall High School was also arranged

by the Director, Dr. S. Dana Hubbard, except that Dr. Campbell was secured for this meeting by the Society.

The total attendance at these lectures was 3,263, or an average of 163 per meeting. In view of the fact that two evenings of this week were rainy the attendance at these meetings was remarkably good. The campaign was most successful and the Society has been asked by the Department of Health to continue this kind of cooperation in the future.

HOW OTHERS ARE HELPING

An interesting letter was recently received from Dr. Manton M. Carrick, the newly-appointed State Health Officer of Texas. Dr. Carrick expresses keen interest in the subject of cancer control and has recently sent to every medical man in the state the following questionnaire:

1. How many cases of cancer of all types did you observe or treat during the year 1920?
Answer.....Cases
 2. How many deaths from cancer occurred in your practice during the year 1920?
Answer.....Cases
 3. How many deaths from cancer occurred in your territory during the year 1920 that were not under your care? Answer.....Cases
 4. In your opinion is the prevalence of cancer on the increase? Answer.....
- Signed M. D.
P. O., Texas.

An invitation has been received from Dr. Frank D. Jennings, Chairman of the Committee on Exhibits of the Medical Society of the State of New York to exhibit the work of this Society at the next annual meeting of the State Society in Brooklyn, the first week in May.

* * * *

The 115th annual meeting of the above Society will be inaugurated in Brooklyn by a "Health Sunday." Arrangements are being made to hold from fifty to seventy-five health talks in the churches on Sunday, May 1, and the Society has been asked to provide several of its best speakers to present the subject of cancer control.

* * * *

The Department of Health, the New Haven Medical Association, the New Haven Chapter of the American Red Cross and the Visiting Nurse Association of that city have formed a Health Center with Philip S. Platt, as Director. We recently received a request for literature, and 500 of our little cancer circulars were forwarded for distribution and Mr. Platt has since purchased 100 copies of "Fighting Cancer With Facts" for the same purpose.



**If Daddy
had only
known
this!**

The right way to attack cancer—

Go immediately to a reputable physician and insist upon a thorough examination when you notice :

1. Any lump, especially in the breast.
2. Any irregular bleeding or discharge.
3. Any sore that does not heal, particularly about the tongue, mouth or lips.
4. Persistent indigestion with loss of weight.

The wrong way, waisting precious time and money

1. Waiting to see if the condition won't go away of itself.
2. Using "Patent Medicines."
3. Allowing advertising "Cancer Specialists" and "Quack Doctors" to treat you.
4. Being guided by anybody except a thoroughly competent physician.

The Right Way is the Only Safe Way

This poster was prepared and printed by the National Safety Council from material provided by the American Society for the Control of Cancer.

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CAMPAIGN NOTES

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Vol. III

MAY, 1921

No. 5

MEETING OF NATIONAL COUNCIL

A meeting of the National Council of the Society and of chairmen from nearby states was called for Friday evening, May 6th. The special purpose of this meeting was to give an opportunity to those near New York to meet Dr. Powers while he was in the city in order to secure an exchange of ideas in relation to Society activities and to discuss rather intimately the country-wide organization and how it might be made most effective as well as to consider in some detail, plans for the national cancer week to be held next fall.

After expressing his pleasure at being able to attend this meeting and being specially pleased to see that Dr. Cleveland, who had been ill last winter had so far recovered as to be with us, Dr. Powers stated that the country was fairly well organized for intensive work, and took occasion to impress upon the Council the value of having such men as Doctors Greenough, Murphy, Hunt, Tucker, Balfour, Sherman, Taussig, Bloodgood and Miller as Directors of districts to organize the Society's activities in the various sections of the Union. Dr. Powers stated that while it takes considerable time for these busy men to get their activities well under way, he was greatly encouraged and felt certain that the national cancer week planned for next fall would result in inspiring all the Society's various representatives to renewed interest and activity.

In his remarks Dr. Powers laid considerable emphasis upon the necessity for a greatly increased budget, saying that the financial situation was most important, and that as the Society grew in numbers and interest, many more demands would be made upon it for all manner of service which would call for an ever increasing

outlay. He placed a conservative estimate of \$40,000 as the figure which he felt the Society should undertake to raise, stressing the importance of a traveling field agent who should be available for the purpose of assisting state and local chairmen in organizing their committees and in starting their work. In view of the fact that the medical men of the Society were giving so largely of their time and energy to the propaganda work of the movement, he felt certain that the laity would be glad to get behind the organization and raise the necessary funds to make its work effective.

He praised Mrs. Mead's efforts in raising the present budget, which had been entirely adequate to meet our obligations up to date, but stated that he did not feel that all the money necessary to broaden the scope of the Society's influence and usefulness should be raised in New York City or that Mrs. Mead should be expected to secure it without assistance. He urged a strong finance committee, country-wide in its representation, which would make it possible not only to carry on the Society's activities as in the past, but to greatly increase them in order to be in a position to render every possible aid to the excellent committees now representing the organization throughout the country. He spoke most highly of the excellence of the Society's literature and complimented the various publication committees and their associates for the simple and authoritative information which these publications contained.

He then said that he felt more strongly than ever that the Society was not in a position at the present time to take a definite stand with reference to the place of X-ray and radium therapy in the treatment of neoplasms. There was no question of their value, administered by experts

in certain types of cancer, and he told of the appointment by the American Surgical Association of a special committee of which Dr. Armstrong, of Montreal was Chairman and Dr. Greenough of Boston, Secretary, to study the problem, and until the Committee was ready to submit its report, he felt that the attitude of the Society should be one of deep, conservative interest.

Dr. Powers closed his remarks by reiterating once again his belief that the Society's efforts should not be slackened, but on the contrary should be even more vigorously carried out. He likened the cancer mortality to a gigantic flood which was constantly sweeping helpless sufferers down its course and said that while it was impossible for us to prevent all deaths from this disease, or to save all the victims, we should at least endeavor to rescue from the flood as many as was humanly possible.

The sentiments expressed by Dr. Powers were heartily concurred in by all the members, and after summarizing the present financial status of the Society which proved to be most encouraging, Mrs. Mead asked for suggestions as to the method of procedure and the names of individuals who might be willing to serve on an Extension Committee for the purpose of increasing the Society's resources. Several useful suggestions were offered by Drs. Reynolds, Goffe and others and Dr. Coe expressed the opinion that many clients of our doctors would, he felt certain, be most willing to contribute to the support of this work. He knew of many instances where grateful patients had voluntarily subscribed to laudable enterprises of this nature and especially to hospitals. He felt that the names of such persons might be obtained and their interest enlisted as members on such a Committee. In this connection he spoke of the importance of interesting the various Life Insurance Companies through their Medical Directors, and after a thorough discussion of this whole matter, the President was empowered to appoint a committee of three to examine into and carry out all possible activities in connection with Insurance Companies. The Committee as appointed, consists of Dr. Henry C. Coe, Chairman, Mrs. Robert G. Mead and Dr. Frederick L. Hoffman.

In the course of his remarks as to the possibility of cooperating with the various Life In-

surance Companies, Dr. Huffman stated that a study of more recent mortality figures in the United States convinced him that the Society was now in the strongest possible strategic position to make a popular appeal for support. For the first time since records have been compiled the death rate from cancer has been arrested and instead of the constantly upward trend noticeable heretofore, the curve has been almost at a standstill for the past three or four years. Whatever interpretation was put upon these facts, Dr. Hoffman said that he felt certain that much of the credit for this state of affairs could be accounted for by the educational campaign conducted by the Society. He emphasized the fact that this stationary position of the cancer mortality curve was not generally known by the public and that an effort should be made to give it wide publicity.

An interesting discussion was then introduced by Dr. Taylor, Chairman of the Executive Committee, with reference to the national cancer campaign and the tentative plan for the organization and conduct of this "Cancer Week" was carefully considered. The office was instructed to prepare a detailed outline and send it out to the Chairmen of our various committees, it being felt that all preliminary plans should be perfected and in the hands of our chairmen by July 1, in order that they might have sufficient time to organize the campaign in their districts by November.

The names of eighty-one persons who have expressed their desire to affiliate with the Society since the first of the year, were elected to membership.

The Rockefeller Gift

One of the most interesting announcements made at this meeting of the Council was that by Mrs. Mead to the effect that she had recently secured a very generous gift from Mr. John D. Rockefeller, Jr., which now makes it possible for the Society to produce two moving pictures on the subject of cancer. The sum of \$8,000 has been donated from the Laura Spelman Rockefeller Memorial to cover the cost of two films, one for the public and another for the profession. It is estimated that this is a sufficient sum to enable the Society to provide copies of these films for each Regional Director for use in his district and three additional copies for the use of other states.

This is one of the most encouraging and important contributions to the educational armamentarium of the Society which has been made since its organization. The value of this kind of visual instruction can not be over estimated. This evidence of Mr. Rockefeller's interest in the cancer control campaign is a source of the greatest satisfaction to the Officers and Directors of the Society.

South Dakota Organized

Information has just been received from Dr. Verne C. Hunt, that he has appointed a Chairman for South Dakota and seven members on the Committee; more to be appointed in the near future. This Committee is as follows:

Dr. F. Koren, Chairman, Watertown.
Dr. B. S. Allison, Madison.
Dr. F. S. Clough, Lead.
Dr. G. G. Cottam, Sioux Falls.
Dr. J. W. Freeman, Lead.
Dr. T. W. Moffitt, Deadwood.
Dr. Theodore F. Riggs, Pierre.

Dr. Koren was recently in Rochester where he had an interview with Dr. Hunt and the latter reports that Dr. Koren is much interested in the work and will perfect his organization at once.

Alabama Chairman Appointed

Dr. C. Jeff Miller, Regional Director for the Gulf States District, after conferring with Dr. Seale Harris, our Director in Alabama, has appointed Dr. M. Y. Dabney, of Birmingham, as State Chairman. It is plainly evident that Dr. Dabney takes the right attitude with reference to this matter, for in his letter to Dr. Miller, accepting the appointment, after wondering where he will find time to undertake this additional duty, says, "I believe every physician should devote some of his time to preventive medicine." The Society is most fortunate in having associated with it a notable group of busy physicians who take this same broad-minded and philanthropic point of view.

Appointment Made in Ohio

Dr. Fred T. Murphy, like Dr. Miller, has now completed the appointment of all his state chairmen. We are just informed that Dr. Andre Crotti of Columbus has accepted this position. This announcement is not unmixed with regret for Dr. Chotti replaces our former Chairman in that state, Dr. Joseph Ransohoff, recently deceased.

Dr. Crotti is admirably qualified to conduct our work in this important state. As Chairman of the Cancer Committee of the Ohio State Medical Association he conducted a most successful "Cancer Week" last year and will be able to use the organization effected at that time as the nucleus for carrying on similar work for this Society. In his letter to Dr. Murphy he stated that he was calling a meeting of the chairmen of the various districts of the state to work out their plan of campaign for the coming year. With active workers in all parts of the State, Ohio will be fully equipped to conduct a model campaign with us next fall.

Dr. Lain Appointed in Oklahoma

At the time of noting the activities in Dr. Fred J. Taussig's district and the appointment by him of Dr. Dewell Gann, and Dr. J. F. Binnie, as Chairmen of Committees in Arkansas and the Kansas City districts respectively, it was stated that he had also tendered the Chairmanship of the Oklahoma Committee to one of his friends in that state.

Since then Dr. Everett S. Lain, of Oklahoma City, has accepted this office, and writes that he is now undertaking to completely organize the state by the appointment of local chairmen. Several hundred of our major publications, together with a supply of lecture outlines has been sent to Dr. Lain for distribution.

Told Once Again

Dr. Frederick L. Hoffman never loses an opportunity to send into the office useful material clipped from current medical journals. This is valuable service and the office invites its other Directors to adopt this same practice.

The following note from the British Medical Journal of January 15, 1921, is a case in point. Reliable statistics of this kind are being constantly sought by those lecturing for the Society. New facts are of prime interest, not only to the listeners but to the lecturer, and we trust that we may be favored with information of this kind from any accredited source:

Early Recognition of Uterine Cancer

"JACOBS (Gynec. et Obstet., 1920, i, 6.) expressed to the Belgian Gynaecological and Obstetrical Society the opinion that the most hopeful means of diminishing the mortality from uterine cancer lies in the dissemination among the laity, as well as among doctors,

chemists, and midwives, of a greater knowledge of its earliest symptoms. Among 98 patients suffering from this disease he found that those who deferred the taking of medical advice for from twelve to twenty-four months numbered 37; 5 patients first consulted the doctor nine to eleven months after the appearance of the first symptoms; 15 eight months after; 4 six months after; 4 four months after; 14 three months after; 7 two months after; and 9 one month after. Nine, only, sought advice during the first month; 3 consulted the doctor at once. The cause of procrastination was in 72 cases carelessness and ignorance; in eight cases fear; in six cases poverty; and in 3 cases shame. In 26 cases advice was first sought from a specialist, in 31 from the family doctor, in 6 from a midwife, in 14 from a chemist, in 2 from totally ignorant persons. In 19 cases the seeking of advice was not followed by a vaginal examination. Of these 98 cases, 72 when first seen by the author had reached the inoperable stage."

This story of "carelessness and ignorance" is most significant and could easily be duplicated in this country. That 72 out of 98 cases should have been inoperable when first seen by this surgeon, is deplorable, and brings to mind Dr. Powers' oft-repeated declaration "the results in our cancer campaign will be directly in proportion to the amount and character of the work done."

How Others Are Helping

Dr. F. G. Runyeon, of Reading, Pennsylvania, becoming interested in the Society's work after reading Dr. Powers' article in the Medical Record, wrote in for literature saying that it occurred to him that much useful publicity and beneficial information might be spread through the

Rotary Clubs and that he planned to present the subject to the club in that city.

* * *

The National Headquarters of the American Red Cross has just requested information concerning the Society to be included in its handbook of social service, health, educational and community betterment resources for use by Red Cross workers. This information has been provided.

* * *

George R. Bedinger, Director of Health Service, New York County Chapter of the American Red Cross, announces that Miss Flora Tong has replaced Miss Helen E. Redding as Chief of the Bureau of Public Health Information.

* * *

The "Delineator" article entitled "Good News of a Bad Subject," prepared by this Society and published about a year ago, is still bearing fruit. A letter was recently received from the Editor requesting more literature to fill requests which continue to come in.

* * *

A communication from Mr. H. Wirt Steele, Director of Public Welfare of the City of Houston, Texas, was recently forwarded to us by Dr. Thomas S. Cullen, our Director in Baltimore. Mr. Steele was desirous of getting in touch with the propaganda movement for the control of cancer and is planning to make this knowledge available to the citizens of that city through his department.

* * *

The Public Health Federation, Council on Cancer Control of Cincinnati has requested the use of the Society's new colored cancer exhibit for its Health Exhibit which is to be put on in that city next October.

JUN 23 1921

Medical Lib.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. III

JUNE, 1921

No. 6

DR. HARRY M. SHERMAN.

We announce with a feeling of the deepest regret that Dr. Harry M. Sherman, one of the Society's Vice-Presidents, and Regional Director for the states of California and Nevada, died suddenly on May 14, from pneumonia. Dr. Sherman had been a Director of the Society since its organization, and had just taken up the work with renewed interest at the earnest solicitation of Dr. Powers. His loss, both to his host of friends and to the Society will be great, for none had shown a more self-sacrificing devotion to the educational work connected with the cancer control movement than he.

Dr. Sherman had recently begun active organization work in his district. In California he had appointed Dr. Andrew Stewart Lobingier, of Los Angeles, as Chairman of the southern portion of the state, south of the Tehachapi Mountains. Local county committees were also in process of organization, those already having been appointed being Dr. Samuel Robinson, for the Santa Barbara district, Dr. Kate Post Van Orden for Alameda, and in Nevada Dr. George McKenzie of Reno as Chairman for the state.

At the time of appointing Dr. McKenzie in Nevada, Dr. Sherman in company with Dr. H. A. L. Ryfkogel, journeyed to Reno and to Carson City to address public meetings arranged by Dr. Donald McLain in the former city and by Dr. McKenzie in the latter. This resulted in getting the work well under way in these two cities in that state and is an instance of the interest which Dr. Sherman showed in this Society and its work. He was planning similar meetings in Sacramento and Santa Barbara, and was constantly addressing audiences in San Francisco upon the subject of cancer control.

He thus leaves behind him a well established organization in the hands of his intimate friends, who will doubtless "carry on" as he would have wished.

MEETING OF THE NEW YORK STATE MEDICAL SOCIETY.

The annual meeting of the New York State Medical Society, notice of which was carried in the April number of the bulletin, was held in Brooklyn from May 2-5, and was in many respects the most successful meeting in its history. The outstanding feature of the conference was the excellent scientific and public health exhibit conducted this year for the first time by the American Society for the Control of Cancer, which was favored with adequate space for both of its displays—the colored exhibit showing the right and wrong way of treating cancer, and the eight new panels relating to the organization and methods of work of the Society. As this was a public exhibit, large numbers of lay people as well as physicians saw the material, and the favorable comments heard on all sides lead us to believe that this is the type of educational information on the subject of cancer in which both the profession and the public are interested.

On the Sunday preceding the scientific sessions of the conference a large number of health talks were delivered in the various Brooklyn churches. The program for these talks was in the hands of the Committee on Arrangements, of which Dr. William Francis Campbell was Chairman, and the details were turned over by him to the Brooklyn Chapter of the American Red Cross. Six cancer lectures were requested by the ministers of these churches, at which a total of 3,050 persons were present. The schedule of the cancer talks was as follows:—

Church	Lecturer	Subject	Attendance
Central Presbyterian	Commander William Seaman Bainbridge	Tumor Formation in the Mineral, Vegetable, and Animal Kingdoms.	1,700
Lafayette Avenue Presbyterian	Dr. William F. Campbell	The Cancer Problem	400
Flatbush Christian	Dr. Joseph Driscoll	The Hopeful Side of the Cancer Problem.	75
Calvary Baptist	Dr. C. Everett Field	The Present Day Understanding of the Cancer Problem.	150
Church of the Nativity	Dr. Frederick L. Hoffman	Vital Facts About Cancer	600
Nostrand-Dekalb Methodist Episcopal	Dr. James T. Pilcher	Cancer—A Message of Hope	125

Advantage was taken of this meeting to introduce a resolution with reference to the work of the Society, calling upon the members of the New York State medical profession to cooperate with the State Chairman in carrying out the educational campaign. Through the kindness of Dr. Campbell the following resolution was introduced and adopted by the House of Delegates.

"Whereas, the American Society for the Control of Cancer is now engaged in organizing the whole country for an intensive educational attack on Cancer, and

Whereas, it is self-evident that the medical profession should take the lead in bringing the essential facts of cancer control to the attention of the public and assist in every suitable way to curtail mortality from this disease, and

Whereas, Dr. John M. Swan of Rochester, N. Y., has been appointed Chairman of the up-state committee of the Cancer Society,

Be It Resolved, that the House of Delegates of the New York State Medical Society in convention assembled at Brooklyn, New York on May 2, 1921, does heartily endorse the efforts of the American Society for the Control of Cancer, and earnestly bespeaks the fullest cooperation of all the Branch Districts and County Societies in the State with the efforts of Dr. Swan in his endeavor, to disseminate useful facts concerning this disease to the laity and to bring the members of the profession itself to a fuller appreciation of their responsibilities in this campaign."

MORE CANCER DAYS IN PENNSYLVANIA

Shortly after Dr. Wainwright returned from Scranton following the annual meeting of the Society early in the year, he sent a letter to some of his colleagues in nearby towns encouraging them to hold "Cancer Days," similar to the one conducted in Scranton last year, sometime during the spring. With his letter he included definite instructions as to how to proceed in the organization of such a demonstration which simplified this detail for those interested. Dr. William Pomp Walker, of Bethlehem, immediately arranged for a "Cancer Day" for Northampton and Lehigh Counties on Friday, May 20th. A Committee of Arrangements was appointed, made up of the medical societies of these two counties, the Lehigh Valley Homeopathic Medical Society and the Pennsylvania Eclectic Medical Society, and representatives from the Easton, Allentown, Sacred Heart, State Homeopathic, and St. Luke's Hospitals.

A circular announcement was sent out to all physicians, reading as follows:—

"These 'Dry Clinics' should be especially interesting and instructive.

Any physician receiving this circular, who desires to present a case with a positive or possible diagnosis of cancer for study or advice as to treatment, may do so by arranging with any member of the local committee, representing any of the hospitals above mentioned. Such patients will have the benefit of the advice of a dis-

tinguished specialist without cost, provided they will permit demonstration at the clinics."

These clinics were held at St. Luke's Hospital in the afternoon, under the direction of the following specialists:—

Dr. John G. Clark, Professor of Gynecology, University of Pennsylvania, Dr. H. K. Pancoast, Professor of Roentgenology, University of Pennsylvania, and Dr. George E. Brewer, Surgeon, New York City.

In the evening a public meeting was held in the high school auditorium, addresses being given by Dr. John G. Clark, of Philadelphia, an illustrated talk by Dr. J. M. Wainwright, of Scranton, and Dr. W. L. Estes, Sr., of Bethlehem.

A letter received from Dr. Walker indicates that this "Cancer Day" was in every way successful. He spoke specially of the excellence of the demonstration clinics which were held, at which about 125 physicians were present. Between 400 and 450 attended the evening meeting.

One of the new developments connected with this Day's activities is worthy of note. Dr. Walker prepared a special letter which was read by the Superintendent of Public Schools at his monthly principals meeting, and the teachers made a short talk to their pupils in the hygiene classes and required the students to write a short composition on cancer to be taken home and read to their parents. It is interesting to watch the development of these "Cancer Days." Every one teaches some new method of carrying instruction to a greater number of people.

As this number of the bulletin goes to press, word is received from Dr. Wainwright that another cancer day is being planned in Harrisburg, for September 6th.

MULFORD-PRUDENTIAL EXPEDITION.

Dr. Frederick L. Hoffman, one of our most active Directors and Vice-President and Statistician of the Prudential Insurance Company, sailed on June 1, for South America. He is one of a party of scientific explorers sent out by the Mulford Biological Laboratories and the Prudential Insurance Company of America for the principal purpose of seeking new drugs and botanical specimens useful for pharmaceutical science.

The expedition is under the direction of Dr. Rusby, dean of the School of Pharmacy of

Columbia University. Other members of the party will be concerned with the facts of natural history, botany and entomology, and with certain topographical and geographical investigations.

The starting point of the expedition will be La Paz, and thence by way of Pungo and mule track to Asunto on the Rio Bopi. The journey then is by raft down the Rio Beni, passing Santa Anna to Rurrenbaque, from here the route will be through the practically unknown Yacuma country, seeking a connection between Lake Rogagua and Lake Roguaguado. The exact location of these lakes has not been geographically determined. From the last named lake the route is to the Mamore River a comparatively short distance below the junction with the Itenes, which at Villa Bella enters the Madeira. Here is a railway connection to avoid the rapids of the Madeira, facilitating steamer transportation on the Amazon at Porto Velho. From that point the party by steamer will go to Manaus where it will divide. Dr. Rusby and his associates, by the Rio Negro, will go north into Columbia by way of Bogota, terminating their journey probably at Barranquilla. Dr. Hoffman will give some time to the region about Manaus possibly including the upper Amazon and part of the Rio Negro before proceeding to Para, whence he expects to sail for home toward the end of the year.

Of particular interest will be the collection of information on the subject of tropical diseases, tropical sanitation, tropical agriculture in its relation to health, and the broader question of tropical acclimatization. He will have the co-operation of diplomatic and consular representatives of the governments of the countries to be visited, of medical and surgical men throughout the region and of business men. Instrumental observations will be made of blood pressure and the effect of altitude changes, while it is hoped that some new material may be collected regarding the anthropometry and anthropology of native races.

In a recent letter outlining this trip and the purpose of the expedition, Dr. Hoffman stated, ".....During my trip in South America I shall keep the question of malignant diseases among native races constantly in mind, and hope to obtain a considerable amount of new material on the subject useful for scientific purposes."

MME. CURIE.

Many members of the Board of Directors of the American Society for the Control of Cancer have been active on the various committees which have arranged the program for Mme. Curie during her visit to this country. Dr. Francis Carter Wood, as Chairman of the Committee of Scientists who received Mme. Curie, and Mrs. Mead, Treasurer for the Marie Curie Radium Fund Committee, has taken an active part both in obtaining contributions to the fund for the purchases of the gram of radium presented to Mme. Curie by President Harding, and in the arrangement of scientific and public meetings.

Since her arrival from France on May 14, Mme. Curie has maintained the calm and well-poised attitude of the trained investigator and research worker. While some rather sweeping statements relative to the treatment of cancer by radium have been attributed to her by over-zealous news-writers her true position in this connection is one of sane, but hopeful conservatism. Nobody realizes better than she that radium has its limitations in the treatment of malignant disease, but she has faith that careful, scientific studies with the gram of radium and the half gram of mesothorium with which she

will soon begin to work will make it possible to clear up many doubtful points and to perfect their use in this important field.

Her reception in this country has been one of the most noteworthy ever accorded a foreign scientist. This is evidenced by the large number of honorary degrees which have or will be conferred upon her during her visit. Smith College, the University of Pennsylvania, the Woman's Medical College of Philadelphia, and Columbia University have already given her degrees. The University of Chicago, Northwestern University, Harvard and Yale will also express their acknowledgment of the great service which she has done for science. She has received the Willard Gibbs medal also—the first woman to whom this award has been made, and at the welcome given her in Carnegie Hall on May 18, by American University Women, was presented with the Ellen Richards Memorial Prize of two thousand dollars.

The memory of her visit will remain with her, with her two daughters who accompanied her, and with the American public forever, and will serve as another link binding together the aspirations of the two greatest republics in the world.

Medical Lib
AUG 1 1921

CAMPAIGN NOTES

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Vol. III

JULY, 1921

No. 7

ANNOUNCEMENT OF THE PLANS AND ORGANIZATION OF THE NATIONAL CANCER WEEK

OCTOBER 30—NOVEMBER 5, 1921

While this outline has already been mailed to the Regional Directors and Chairmen of our Cancer Committees, it is felt that the members and supporters of the Society, as well as many other individuals and agencies will be interested in learning how this campaign is to be organized and carried out. This plan is therefore printed in the bulletin for their information.

Since the Society voted at its annual meeting in January to conduct a nation-wide campaign at the suggestion of Dr. Powers, the Executive Committee has been occupied in drawing up the program. It was thought best to designate the campaign a "Cancer Week," though it is quite probable that it will not be found possible to include all the activities within these seven days in each locality. However, it is expected that the major portion of the campaign will be completed by November 5th.

It is hoped that each person or organization receiving this outline will bear the date of the campaign in mind and stand ready to co-operate with the Cancer Control Committee in his or its district.

The name of the Chairman of any local committee can be secured by writing to the office of the Society.

Suggestions are invited and all possible assistance solicited.

SUMMARY OF ORGANIZATION SUGGESTIONS AND ACTIVITIES TO BE CARRIED OUT DURING THE NATIONAL CANCER WEEK.

The following pages contain a more detailed plan of what is desired to be undertaken during this national campaign. The main features, may however, be summarized as follows:

1. Organization.

As it is desired to reach all parts of the country and as many as possible of the population with the hopeful message of cancer control it is of course necessary to effect a complete organization before anything else can be done. It is therefore recommended that the State Chairmen undertake to see that a *Chairman* of a Local Committee is appointed for every community of five thousand population or more in his State. The Chairmen of these local committees should then select their local committees for the purpose of carrying out the following program.

2. Activities to Be Undertaken.

The aim in this campaign is, as stated above, entirely educational, and designed to reach as many people as possible. The three main activities to be pursued may be briefly summarized as follows:

(1) Lectures.

A lecture bureau should be established and the lecturers instructed by use of the Society's syllabus, as to how the subject should be presented. Lectures should include both those arranged for professional groups, such as medical societies, nursing organizations, etc., and those for the general public.

(2) Literature.

The Society will provide a moderate quantity of literature to be distributed at meetings.

As the amount available for any state must at this time be apportioned in accordance with some arbitrary method, such as population or number of members in the Society from that state, it is quite probable that it will be desirable for either the state committee or local committees to secure a modest sum for the purchase of additional printed matter. This can be secured at cost from the National Society, the little circular "Vital Facts About Cancer," recommended for this purpose being quoted at \$20 per five thousand or \$35 per ten thousand.

(3) Publicity.

This also falls naturally under two main headings: articles in professional journals and those in the lay press. It would probably be desirable to place the latter in the hands of a trained newspaper man for all material should be carefully prepared and edited before it is given out. The news articles are simple; but abstracts or digests of the lectures given should be handled with extreme care.

The editors of medical journals should be asked to cooperate by calling the campaign to the attention of their readers and asking for the cooperation of the profession. Editors of these journals will doubtless be willing to feature the educational campaign for the control of cancer in some number preceding the campaign.

DETAILED OUTLINE OF PLAN FOR THE GUIDANCE OF CHAIRMEN AS SUGGESTIONS FOR ORGANIZING THEIR WORK AND CARRYING ON THE ACTIVITIES DURING THE NATIONAL CANCER WEEK.

1. Organization of the Campaign.

(a) In order that the campaign be uniform throughout the country and reach all parts of the nation the state chairmen should appoint their local chairmen at the earliest possible moment.

(b) As soon as appointed the local chairmen should select their local committees. The personnel of these committees will differ according to local conditions but they should be made up of those best qualified to carry on the educational work of the Society in all its phases.

(c) As a means to this end it appears advisable to suggest that the work be placed in the hands of an Executive Committee whose members should be so divided as to comprise the following sub-committees:

1. Sub-committee on lectures.—The duty of this committee should be to get together an adequate corps of lecturers to address audiences during the campaign.

Lecture outlines will be supplied by the National Society. It is suggested that the Chairman call all his lecturers together prior to the campaign in order to go over the syllabus with them for the purpose of indicating just what should be covered and the way to present it.

2. Sub-committee for the arrangement of lectures.—The duty of this committee should be to secure the cooperation of all possible agencies for the purpose of holding as great a number of lectures as can be adequately handled by the lecture staff available.

3. Sub-committee on literature.—The duty of this committee should be to secure either from the National Society or locally enough literature to distribute at all public meetings.

4. Sub-committee on Publicity.—The duty of this committee should be to secure contact with editors of all local newspapers and supply them with the news facts concerning the campaign, such as dates, meetings to be held, names of lecturers, etc., and also to provide the papers with typewritten abstracts of the more important addresses to be published after the lectures have been given. This committee should also secure the cooperation of managers of moving picture theatres. If a slide (similar to that suggested below) could be shown in these theatres it would be most valuable as a means of bringing the campaign to the attention of the public.

Slide used by Dr. Powers in Denver:—

CANCER

The American Society for the Control of Cancer Says:

1. 85,000 people die yearly from this dread disease in the United States.

2. The majority of cases could be cured if taken early.

3. In early recognition lies the hope of cure.

Cancer Campaign in () Next Week!
Watch the Newspapers for Notices!

2. Activities to Be Undertaken.

(a) Health Departments.—A representation of the local committee should wait upon the health officer of the state as well as health

officers of the larger cities for the purpose of interesting them in the campaign and enlisting their cooperation. The Health Officer or his representative should be appointed to serve on the Committee. Specific suggestions which might be made to health departments are as follows:

1. If a lecture staff is available in the Department of Health, ask the Health Officer to acquaint them with the cancer problem and make them available for public lectures on the subject. The Society's lecture syllabus is available for this purpose.

2. If a regular department bulletin is issued persuade the editor to devote a whole number or at least part of an issue to cancer control information. The publications of the Society are available for this purpose.

3. The Department of Health should be invited to take an active leading part in the arrangement and conduct of these public lectures. In this way the value of the Department's prestige will be added to the campaign and it should be of great assistance in securing the right kind of publicity.

4. In certain large cities the department may have health centres or clinics which might for this week be turned over for the purpose of displaying a cancer exhibit, perhaps combined with some other public health material.

5. In each instance the department of health should be asked to provide the committee with the latest mortality figures on cancer for use in the public lectures. These could also be made up in chart form to be used at the cancer exhibits.

(b) **Medical Societies.**—The Committee should make every effort to interest both the state medical associations and the local academies of medicine and county societies. It would appear advisable to have officers of these medical organizations represented on the committee. These medical bodies should be asked to:

1. Hold one meeting for their membership during the cancer week.

A most valuable suggestion has been made in this connection by Dr. Donald C. Balfour, of Denver, Regional Director of the Rocky Mountain States, namely:

that each State Chairman suggest to the Presidents of the various medical societies in his state that this cancer meeting conform, as far as possible, to the following program:

- (a) Present day conceptions as to the cause of cancer

- (b) Recent progress in the study of cancer

- (c) Present methods of dealing with cancer

- (d) What can be reasonably expected to be accomplished in the future.

- (e) What progress is being made in shortening the interval between the first visit to the physician and radical treatment.

2. Hold at least one meeting for the public under the auspices of the medical society during this week.

3. The editors of the Journals of both the state medical societies and the local medical groups should be requested to feature the subject of cancer control in the current number of these publications.

(c) **Medical Schools and Colleges.**

A special effort should be made through the Dean or head of the Department of Pathology or of Public Health Education (in those medical schools where they exist) to take part in the campaign by:

1. Devoting at least one lecture to the subject of the prevention and control of cancer.

2. By carrying appropriate cancer announcements and cancer control information in any bulletins or circulars which may be sent out at that time.

(d) **Nurses' Training Schools.**

The Superintendent of no hospital should escape a visit from a representative of the Cancer Committee. They should be asked to devote at least three lectures on this subject to nurses during this campaign, as follows:

1. Cancer of the skin and buccal cavity including a general discussion of the cancer problem as contained in the lecture syllabus.

2. Cancer of the breast and uterus.

3. Internal cancers.

(e) **Nurses' Organizations.**

The regular nurses' organizations should be included in the activities of this week. They might be asked to cooperate in the following ways:

1. A meeting of their members should be held and the public health aspects of the cancer problem presented by a lecturer qualified in this respect, perhaps one connected with the Department of Health.

2. Industrial welfare workers and nurses should also be reached in those cities where there are sufficient numbers to warrant a special lecture.

3. A special meeting for Red Cross, Visiting Nurses and Public Health Nurses might also be arranged either collectively or separately.

(f) Schools for Health Officers.

1. The Directors of all schools for the training of health officers either in medical schools or in universities and colleges should be asked to arrange for at least one lecture devoted to the public health aspects of the cancer problem.

(g) Insurance Companies.

1. The Medical Directors and Medical Examiners of all Life Insurance Companies, should be requested, through the official channels of such companies, to take an active part in this campaign.

2. Where welfare workers and visiting nurses are employed by these Companies, lectures on the subject should be arranged for them.

(h) Federation of Women's Clubs.

1. The State Federation of Women's Clubs should be asked to cooperate to the fullest. An effort should be made to have them feature cancer on the health program of their annual meetings in the fall.

2. The State Federation should be requested to assist the Cancer Committee in stimulating interest in the subject on the part of their local clubs.

3. Any woman's club which exists locally should arrange a lecture for its membership. It would be even more effective if this could be a public meeting for women whether club members or not.

(i) It is obvious that different non-professional groups will be organized in the larger cities and towns of the country. Where these exist an effort should be made to have a lecture given for the membership of each of these organizations. Those which come to mind are:

1. All welfare and Social Service Organizations.

2. Chambers of Commerce and Boards of Trade.

3. Manufacturers and Merchants Associations.

4. Labor Unions and Trades Councils.

5. Ministerial and other Clerical groups.

6. Church Clubs (men and women).

7. Rotary and Kiwanis Clubs.

8. Fraternal Orders and Lodges.

9. Y. M. and Y. W. C. A. and Y. M. and Y. W. H. A. and Knights of Columbus.

10. Civic Clubs.

11. Literary and Study Clubs: and any others which may exist locally.

(3) Demonstration and Diagnostic Clinics.

This campaign presents an excellent opportunity for those committees operating in large cities to interest the local medical organizations and hospitals in the holding of dry clinics

(non-operative) for demonstration and diagnostic purposes. Such clinics have been successfully held by the New York State Department of Health and by Dr. Wainwright of Scranton in the conduct of his "Cancer Days." The following suggestions for such clinics are submitted by Dr. Wainwright:

1. Get all the physicians in the city and vicinity personally interested. Form your local committee of arrangements so that there is a representative for each school, faction and hospital. Local and professional distinctions must give way to public health.

2. See that every physician in city and vicinity receives a preliminary letter about two weeks, and a follow-up postal card reminder, about two days before the proposed meeting.

3. Get the local papers to announce the plans and purposes of your meeting three or four days before, with another brief note on the morning of the day. This will bring many patients to your clinics who are not under the immediate care of any physician.

4. Have simultaneous clinics in the afternoon in as many hospitals as are available. Remember that dry or demonstrative clinics are in general more valuable than operative clinics. More cases can be shown; they can be demonstrated better; everybody present can see them. Experience has proved them much more interesting and instructive. An ordinary room will do and an operating amphitheatre is not needed.

5. Arrange for a dinner for the convenience of men from out of the city. Have it as low priced as possible. Its purpose is only to give visitors an opportunity to eat between meetings; it is not a "banquet."

6. The evening meeting should be a symposium on cancer at a union meeting of all the local medical societies. Or a general public meeting can be arranged, or one or two of the speakers can leave the afternoon or evening meetings and address the "Women's Club" or some similar meeting. The success of the public meeting or whether it is advisable at all will depend so much on local conditions that general advice cannot be given. Get the papers to report all meetings.

7. Professional and lay meetings should be held separately. It would also be advisable to hold a short, more personal meeting after a public lecture for those who desire specific information.

8. The advisability of getting speakers and men to give the clinics from out of your city as a drawing card and to increase interest will also be best determined by the local committee of arrangements.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. III

AUGUST, 1921

No. 8

Organization of the Metropolitan District

The difficulty of successfully organizing for intensive educational work in the New York Metropolitan District has always been recognized. There are so many organizations in the city engaged in various kinds of philanthropic and welfare work—the field is so immense, and the population so varied, that a particular type of organizing and campaigning genius is necessary in order to plan a thorough and systematic campaign to reach all its citizens.

With this idea in mind the Executive Committee has appointed Dr. John C. A. Gerster as Chairman for the metropolitan area. Dr. Gerster has always lived in New York City and both he and his father before him are well known for their surgical ability and their general interest in all public health activities. All who know him must appreciate that he has plenty of ideas and the energy and force necessary to carry them out.

Dr. Gerster will have associated with him Mrs. Samuel Adams Clark, recently appointed by the Executive Committee at Mrs. Mead's suggestions, as Chairman of an Extension Committee. Both Dr. Gerster and Mrs. Clark are already actively engaged in getting ready for the "National Cancer Week" and with the wide acquaintanceship which both enjoy, their experience in connection with other campaigns, and their ability to inspire others to action, we are looking forward with entire confidence to a most successful attack on cancer in Greater New York, Long Island and Westchester counties under the leadership of these two organizers.

Canada Being Organized

At the request of Dr. Powers, Dr. George E. Armstrong, of Montreal, has undertaken to or-

ganize the Society's work throughout the Dominion of Canada. Dr. Armstrong presented the matter to the Canadian Medical Association in Halifax the first week in July, and it was decided that Canadian physicians should work in conjunction with the American Society for the Control of Cancer rather than try to establish a distinctly Canadian Society.

Dr. Armstrong has been a Director of the Society for several years and is also one of its Vice-Presidents. He is therefore thoroughly familiar with the Society's aims and methods of work, and is now inviting medical men in different parts of the Dominion to act as Local Chairmen. We are thus assured of a creditable showing from Canada during the cancer campaign in the fall.

Last of State Chairmen Being Appointed Virginia.

Dr. Bloodgood, Regional Director for the States of Maryland, Virginia and Delaware has asked Dr. Robert C. Bryan, of Richmond, to organize the state of Virginia. In a letter recently received from Dr. Bryan, he accepts the Chairmanship for this state, and acting upon advice from Dr. Bloodgood is at present selecting his representatives from the profession and laity to serve upon the Virginia committee.

North Dakota.

Dr. Verne C. Hunt, of Rochester, Minnesota, has now completed the appointments of State Chairmen for his five states. Those for Minnesota, Iowa, South Dakota and Montana have already been reported in the Bulletin and we have just received information to the effect that Dr. V. J. LaRose, of Bismarck, has accepted for North Dakota. Dr. LaRose has asked several men in that State to serve upon his Committee,

which indicates that a complete organization will shortly be effected.

Arizona, Utah and Western Kansas.

Dr. Donald C. Balfour has completed his organization for the Rocky Mountain area. Appointments for Colorado and Wyoming have been previously reported and that for New Mexico appears elsewhere in this issue. More recently we have received from Dr. Balfour the names of Dr. E. Payne Palmer, of Phoenix as Chairman for Arizona, Dr. Ralph T. Richards, of Salt Lake City for Utah, and Dr. W. O. Thompson, of Dodge City, for Western Kansas. Letters received from Dr. Palmer and Dr. Richards assure us that they are now making their local appointments and doing everything possible to have their States in readiness for the "Cancer Week."

New Hampshire.

Dr. Fred E. Clow, of Wolfeboro, has been appointed by Dr. Greenough as Chairman for New Hampshire. Word received from Dr. Clow informs us that his state organization is practically complete. Dr. Clow has for years been very much interested and active in the Society's work as Chairman of the Cancer Committee of the New Hampshire State Medical Society. He has always succeeded in carrying out some useful campaign each year with the State Society, Women's Clubs, State Board of Health and other cooperative agencies. We are assured of even more activity from this state in the future.

New Mexico Ready

Word has recently been received from Dr. James A. Rolls, of Santa Fe, New Mexico, which indicates that he is now fully prepared to inaugurate a cancer control campaign in that state. He has appointed a committee of 24 physicians, representing every section in the state which will make it possible for New Mexico to play a most successful part in the national cancer week to be held next fall. The Committee as appointed is as follows:—

Dr. James A. Rolls, Chairman, Santa Fe.
Dr. C. R. Bass, Cimerron.
Dr. A. F. Brown, Fort Sumner.
Dr. G. H. Buro, Estancia.
Dr. A. Davis, Barnalillo.
Dr. J. F. Dochesty, Albuquerque.
Dr. C. H. Douthirt, Clayton.

Dr. C. W. Gerber, Las Cruces.
Dr. D. W. Gudakunst, Roswell.
Dr. H. G. Hoag, Mora.
Dr. J. G. Holmes, Alamogordo.
Dr. W. M. Hunter, Hope.
Dr. William Leming, Tucumcari.
Dr. J. H. Linder, Socorro.
Dr. T. B. Lyon, Raton.
Dr. T. P. Martin, Taos.
Dr. M. D. Moran, Las Vegas.
Dr. L. H. Pate, Carlsbad.
Dr. William O. Radcliffe, Belen.
Dr. C. Russell, Artesia.
Dr. S. D. Swope, Deming.
Dr. M. D. Taylor, Aztec.
Dr. D. B. Williams, Portales.
Dr. D. B. Wilson, Santa Fe.
Dr. W. F. Wittwer, Los Lunas.

A letter received from Dr. Bruce Wilson, State Health Officer states that he will begin at once to put on a campaign to educate the public along the lines of cancer control. He has already distributed 500 copies of the cancer circular issued by the United States Public Health Service and is now planning to give the Society's publications wide distribution. Several articles have also been prepared for the press.

Organization of Kentucky

Dr. Irvin Lindenberger, State Chairman for Kentucky has appointed Dr. Irvin Abell, of Louisville, as Chairman of a Cancer Committee for Central Kentucky, Dr. J. G. Gaither, of Hopkinsville, as Chairman of a Committee in the western part of the state, and Dr. Woolfolk Barrow, of Lexington, to organize the eastern section.

The Committee appointed by Dr. Abell for the central district is as follows:—

Dr. R. C. McChord, Lebanon.
Dr. J. M. Parker, Corbin.
Miss Sophia Nelson, Director of Public Health Nurse Association, Louisville.
Mrs. Oscar E. Bloch, Health Committee of Woman's Club, Louisville.
Mrs. William Black, Health Committee of Woman's Club, Louisville.

Dr. Gaither has appointed the following Committee to represent the Society in western Kentucky.

Dr. William Hammock, Madisonville.

Dr. Edward B. Boone, Trenton.
Dr. L. D. Whittaker, Greenville.
Mrs. C. J. Pollard, Princeton.
Mrs. John L. Street, Cadiz.

Dr. Barrow was in the office recently on his return from Boston, when he said that he would shortly make his appointments and would attempt to include a representative from each county in his district.

Dr. Abell delivered an excellent address entitled "The Cancer Problem" at the recent meeting of the Mississippi State Medical Society at Laurel. Dr. R. W. Hall, our organizer for Mississippi, induced the editor of the "*Baptist Record*," which has a large circulation throughout that state, to publish this article in its entirety. This is another notable example of how publicity may be secured for authoritative cancer control information by the representatives of the National Society.

Change of Chairmen in Three States

Sometime ago we were informed by Dr. Joseph M. Flint, Dean of the Yale Medical School, who was serving as the Society's Chairman in Connecticut, that he was leaving New Haven and would therefore find it necessary to resign as our representative. After carefully surveying the field, the Executive Committee requested Dr. Stanley S. Osborn, Director of the Bureau of Preventable Diseases of the State Department of Health, to take over this work in Connecticut. A letter of acceptance just received from Dr. Osborn states that he is now selecting his chairmen for local committees which he hopes to have completed by the end of August. Dr. Osborn's intimate contact with practicing physicians throughout Connecticut, the organization which he already has for carrying on the regular activities of the State Department of Health, and his interest in preventive medicine and knowledge of the seriousness of cancer through the statistical studies which he has made, make us confident of a "going" campaign in Connecticut as soon as the organization is completed.

The original Chairman for this Society in Florida was Dr. Ralph N. Greene, State Health Officer, of Jacksonville. Dr. Greene's term of office came to an end on June 1st. When we were notified of this fact by Dr. Greene, he

stated that he felt that he should also relinquish his office as our representative, since his principal usefulness had been as State Health Officer which had enabled him to have the Society's publications reprinted and sent out broadcast through the State. Under the circumstances Dr. Powers requested his friend Dr. E. S. Estes, of St. Augustine, to take this position. Dr. Estes has associated with him as Secretary of his State Committee, Dr. E. Luther Stevens, whose interesting letters of recent date leave no room for doubt as to the effectiveness of the campaign in that state, when it gets under way. They are planning to reach 1,000,000 people between now and November.

The sad death of Dr. Harry M. Sherman, reported in the June number of the Bulletin necessitated the appointment of his successor as Chairman for California. Dr. W. T. Huntington, Director of Publicity for the Society, who lives in San Francisco, undertook at Dr. Powers' request, to find the appropriate physician to take this office. He nominated Dr. Alson R. Kilgore, who has since written his acceptance to Dr. Powers.

Dr. Kilgore has already begun active work in anticipation of the "National Cancer Week." He has appointed Dr. Guy Manson, of Fresno, as Chairman of a Local Committee in that County, and Dr. Irvin H. Betts, of Visalia, in a similar capacity for Tulare County. Arrangements have been made for Dr. Kilgore to present the subject of the "Cancer Week" with the above named physicians, before their respective county medical societies early in September. A place has also been made by the State Nurses' Association for the presentation of the work of the Society at their convention in San Francisco on August 1st. It is plainly evident that we need have no concern for the success of the movement in this important State.

Mississippi Organization

As was reported in the January number of "Campaign Notes," Dr. R. W. Hall, Director of the Bureau of Vital Statistics of the Mississippi State Board of Health, was appointed by our Regional Director, Dr. C. Jeff Miller, to organize the work in that State. Dr. Hall has undertaken his duties with most commendable energy and notable success. His organization unit is

the Congressional District. Three representative physicians were selected from each district and met at Laurel during the meeting of the State Medical Association, in the spring.

At this organization meeting, Dr. W. W. Crawford, of Hattiesburg, was elected President, and Dr. Hall as State Organizer and Secretary. The full list of the State Committee, divided among the eight districts is as follows:—

Dr. W. W. Crawford, President, Hattiesburg.

Dr. C. M. Davis, Laurel.

Dr. W. A. Dearman, Long Beach.

Dr. J. C. Cully, Oxford.

Dr. J. W. Johnson, Vicksburg.

Dr. W. E. Noblin, Yazoo City.

Dr. S. H. Hairston, Meridian.

Dr. W. G. Gill, Newton.

Dr. C. Champenois, Meridian.

Dr. J. W. D. Dicks, Natchez.

Dr. L. D. Dickerson, McComb.

Dr. John Johnson, Brookhaven.

Dr. C. B. Berry, Tupelo.

Dr. G. S. Bryan, Armory.

Dr. W. A. Johns, Corinth.

Dr. T. M. Dye, Clarksdale.

Dr. H. A. Gamble, Greenville.

Dr. George Baskerville, Greenwood.

Dr. J. W. Barksdale, Winona.

Dr. T. W. Holmes, Winona.

Dr. Price Ivy, West Point.

Dr. R. W. Hall, State Organizer and Secretary, Jackson.

This list is representative of the most active and progressive doctors which could be selected from this State and Dr. Hall says that he feels certain that they will exert a strong influence on the cancer problem in Mississippi in the next few years. A special letterhead has been made up for the use of Dr. Hall, and at his request we have sent a good supply of literature including "Fighting Cancer With Facts," "Vital Facts About Cancer," "The Prevention and Cure of Cancer," "What Are You Going to Do About It?" "How the Public Health Nurse Can Help to Control Cancer," "What We Know About Cancer," "What Everyone Should Know About Cancer," and copies of our Lecture Outline. We have also forwarded to Dr. Hall twenty-five copies of the plans for the "National Cancer Week."

Arrangements are being made to have each Medical Society in the state prepare a special Cancer Week program under the supervision of the Local Committee, and they plan to send the lecturers from one territory to another in order to lend additional interest and cooperation to the effort.

DOCTORS APPROVE CANCER EXHIBITS

The two cancer exhibits of this Society displayed at the recent meeting of the American Medical Association in Boston elicited much favorable comment from those who saw them, and the following comments which appeared in the report of the Committee on Awards are most encouraging:

"The Committee also desires to call attention to the excellence of the exhibits of the work of the American Society for the Control of Cancer, and of the American Social Hygiene Association as examples of model methods of education."

How the Exhibits Are Being Used

One of the most interested visitors at the Cancer Exhibit in Boston was Dr. Charles S. Prest, Director of Health Service, Atlantic Division, American Red Cross. At his earnest request the colored drawings have been turned over to him for use in the Atlantic Division during the summer months. Dr. Prest plans to route it through the various Health Centers in his Division and to use it at several of the County Fairs. This is another instance of the excellent cooperation which this Society enjoys with the various Divisions and Chapters of the American Red Cross.

The health and welfare organizations of Cincinnati, under the leadership of the Public Health Federation and the Cincinnati Board of Health are planning to hold an immense Public Health Exposition from October 15th to 22nd. The Division on Cancer of the Public Health Federation, of which Dr. J. Louis Ransohoff is Chairman, has requested, through its Secretary, Mr. Bleecker Marquette, the use of our Exhibit material for that week. They are also planning to show the new cancer film which will be ready for release in October.

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WINTER 1921

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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Vol. III

SEPTEMBER, 1921

No. 9

Future Outlook of the Cancer Control Campaign

The latest picture of cancer mortality in the United States is presented in a letter recently received from Dr. Frederick L. Hoffman, which gives the estimates for 1920 by race and sex, organs and parts as follows:—

The total approximate mortality was 90,000, of which 37,116 were deaths of males, and 52,884 were deaths of females. Of this number 85,883 were deaths of white persons, while 4,117 were of colored.

Under organs and parts, cancer of the buccal cavity caused approximately 3,339 deaths of which 2,775 were males and 564 were females.

Cancer of the stomach and liver caused 34,293 deaths, of which 17,317 were deaths of males and 16,976 were of females.

Cancer of the peritoneum, intestines and rectum caused 11,980 deaths, of which 5,141 were males and 6,839 were females.

Cancer of the female generative organs caused 13,671 deaths, of which 12,401 were deaths of white women, and 1,270 were deaths of colored women.

Cancer of the breast caused 8,369 deaths, of which 132 were males, and 8,237 were females.

Cancer of the skin caused 3,169 deaths, of which 2,045 were males and 1,115 were females.

Cancer of other organs and parts caused 15,188 deaths, of which 9,706 were males and 5,483 were females.

The question arises as to what hope there is for a decrease in mortality from this disease and a chart recently prepared by Dr. Hoffman as Statistician for the Prudential Insurance Company of America shows that since 1916 there has been no increase in the cancer mortality rate, but rather a slight, though significant, decrease. Annual fluctuations of a minor nature are noted but in general the curve has been arrested and is

now headed downward. This is the most encouraging indication noted since the organization of the Cancer Society and leads us to hope that by more intensive and extensive work throughout the country a still further decline in the mortality curve may be effected.

Dr. Powers has recently taken the position, after consultation with many clinicians and with Dr. Hoffman himself, that the Society should endeavor to so extend its activities along the lines of public enlightenment and professional cooperation, that within the next ten years the cancer mortality rate should be cut 30 per cent. This is indeed a most ambitious goal and one which will call for every bit of effort which it is possible to focus upon this immense problem.

A most significant development has recently taken place in the medical profession which may go far to bring this about. It will be recalled that a Special Committee was appointed by the American Surgical Association about a year ago, to study into and report upon the place of radium and the X-ray in the management of neoplasms. Dr. George E. Armstrong, of Montreal, was Chairman of this Committee and Dr. Robert B. Greenough, of Boston, its Secretary. During the past year the Committee has had several conferences, and after thorough consideration and intimate discussion it induced the Regents of the American College of Surgeons to include this as one of its major surgical investigations. As the College of Surgeons has a \$10,000 appropriation set aside for such investigations, it is felt that it is in the best possible strategic position to make an investigation of this kind and to get its findings before the profession at large.

This is one very practical way in which the Society is cooperating with the medical pro-

fession in an attempt to perfect the treatment of cancer for it will be remembered that this Committee in the American Surgical Association was appointed at the personal suggestion of Dr. Powers.

The National Cancer Week which the Society is to conduct from October 30 to November 5, should also prove of the greatest value in acquainting the lay public with the essential facts concerning the disease and in impressing people with the necessity of immediate treatment. It will also go far toward reenlisting the interest of the profession in the various medical organizations throughout the country. Let us all pull together with the determination of doing our bit during the next ten years to the end that this mortality rate may be reduced one-third, which will represent an annual saving of 30,000 persons, who would otherwise succumb to this disease.

Reports from Three Active States *Arkansas.*

Several of those states which have been organized longest, have now succeeded in effecting such an efficient committee that their activities have become fairly constant and new methods of reaching groups of people with the cancer control message are being constantly worked out. Dr. Gann in Arkansas, is specially active in securing newspaper publicity. His contact with editors is so close and his acquaintance with reporters so intimate, that he is now continually being called upon for cancer articles. A plan is being formulated with the idea of carrying his committee's advertising notices and accredited news articles in the press of the entire state throughout the year.

Lectures have been delivered by Dr. Gann and other members of his committee before two County Medical Societies, State Conference of Social Welfare, city hospital nurses, Rotary Club, and Arkansas public health workers. Dr. Gann also succeeded in securing a place on the program of the Arkansas State Medical Society's meeting, for Dr. Frederick J. Taussig, of St. Louis, and upon the program of the Arkansas Section, Clinical Congress of American College of Surgeons for Dr. C. Jeff Miller, of New Orleans. In several of his own talks, Dr. Gann used the Society's lantern slides and has been supplied with an adequate quantity of literature for distribution both to the profession and laity.

He is now endeavoring to have a committee for the Control of Cancer appointed by each County Medical Society in the State for co-operation during the "Cancer Week." Seven Societies have already done so. A letter was recently sent out to the Presidents of all the women's clubs of the state asking that they provide a place for a cancer talk at some one of their meetings.

West Virginia.

The work in this state continues to progress. The West Virginia Section, Clinical Congress of the American College of Surgeons was held at Wheeling during the spring and both Dr. Frank LeMoyne Hupp, Chairman of our State Committee, and Dr. Howard C. Taylor, Chairman of the Executive Committee of the National Society delivered public addresses on cancer and the work of the organization. Notices sent out to 900 members of the Section and announcements made from high schools, pulpits and through the press, brought out a very large attendance for this meeting.

Much of the success of the meeting was due to the interest and activity of Dr. John E. Cannaday, Chairman of the West Virginia Section and Chairman of our cancer committee in the Charleston District.

Dr. Hupp took particular pains to feature the subject of cancer during the last annual meeting of the West Virginia Medical Association, held in Charleston and Dr. Chester R. Ogden, Chairman of our Clarksburg District Committee arranged a most successful "Cancer Day" in that city, under the auspices of the Harrison County Medical Society early in June. Dr. Bloodgood came on from Baltimore and beside addressing the physicians on "Bone Tumors," he also gave talks before a well attended meeting for women and in the evening addressed a large and appreciative audience at the Waldo Hotel.

Dr. Harriet Jones, whom Dr. Hupp interested sometime ago in the work of this Society, and who has since been giving lectures throughout the state on the subject of cancer, has recently returned after covering twenty-two counties and visiting every town along the Ohio River. Seventeen talks were given to women only and eighteen to large, mixed audiences. This is most valuable service and a very effective way of reaching large numbers of rural and small town dwellers with our message.

Dr. Cannaday has added the following members to his Charleston Committee:

Dr. Charles O'Grady,

Reverend Albert N. Slayton, Rector St. John's Church,

Mr. George S. Laidley, Supt. of City Schools.

Dr. William M. Golden, Chairman of the local Committee for Elkins, has made the following appointments:

Dr. C. H. Hall, Elkins,

Dr. S. G. Moore, Elkins,

Dr. O. L. Perry, Elkins,

Mrs. M. M. Brown, Elkins,

Mr. T. B. Cross, Elkins,

Miss Ruth Kittle, Elkins.

Indiana.

Dr. Miles F. Porter keeps up constant pressure on the subject of cancer in this State. In the spring, he took advantage of the Red Cross "Health Week" in Fort Wayne to exhibit the photographs of the Society's Cancer Exhibit and gave a public, illustrated lecture on the subject, which, it is reported, had the largest attendance of all the public health talks given during the week. The Allen County Medical Society turned one of its spring meetings over to Dr. Porter for the discussion of cancer. There were about one hundred women present in the audience by special invitation, including such useful workers as members of women's clubs, hospital attendants, and supervising nurses. Dr. Burton D. Myers, Chairman of our Bloomington Committee, and Assistant Dean of the Indiana University School of Medicine, addressed the 1,100 girls of the University on the subject of cancer. He laid special stress on the fact of its not being contagious or hereditary in an attempt to allay the prevalent fear of the disease and to substitute for it the simple elementary facts which should become a part of the regular instruction of the maturing student.

The Muncie Academy of Medicine held a public meeting on the subject of cancer on June 24. Dr. C. M. Mix, Chairman of our Local Committee in that city, was responsible for this program and secured both Dr. Bloodgood and Dr. Porter for the occasion. As Chairman for the Indiana Section, Clinical Congress of the American College of Surgeons, Dr. Porter was instrumental in having cancer included as a part of their annual meeting, and Dr. C. C. Haaman,

of Cleveland presented a paper on "The Early Recognition of Cancer and Its Importance."

Dr. Porter is determined to make the "Cancer Week" a complete success in Indiana. Upon receipt of our preliminary announcement he began adding to his list of local chairmen. Since the appointment of the original six which appeared in the February, 1920, issue of "Campaign Notes" the following men have been appointed:

Dr. C. M. Mix, Muncie

Dr. George C. Cring, Portland

Dr. V. A. Funk, Vincennes

Dr. Charles A. Sellers, Hartford City

Dr. L. H. Cook, Bluffton

Dr. A. C. McDonald, Warsaw

Dr. G. G. Eckhart, Marion

Dr. F. W. Carver, Albion

Dr. E. M. Shanklin, Hammond

Dr. H. H. Martin, LaPorte

Dr. Howard O. Shafer, Rochester

Dr. F. E. Radcliffe, Bourbon

Dr. Oliver K. Harris, Ellettsville

Dr. George L. Mitchell, Smithville

Dr. Robadeaux, Harrodsburg

Dr. James Y. Welborn, Evansville

Dr. Charles M. Combs, Terre Haute

Dr. A. J. Hostettler, La Grange

Dr. John B. Berteling, South Bend

Dr. W. H. Steen, North Vernon

Dr. Martin's Commandments

In a communication recently received from Dr. Franklin H. Martin, the following decalogue with reference to cancer was enclosed. Dr. Martin states that he secured the idea during the Detroit meeting of the American College of Surgeons when Dr. Allen B. Kanavel threw on the screen ten points in regard to cancer. We hasten to get this material into the hands of our committees and lecturers in order that it may be used by them during the National Cancer Week.

Ten Commandments of Cancer

1st Commandment:

Remember, Cancer is a relentless foe of humanity. It attacks the rich and the poor, the learned and the unlearned, and its toll of death is more numerous than the destruction of the most frightful war. Eighty-five thousand die of cancer in one year in the United States alone. Of women over forty years of age, one in eight dies from Cancer each year, and of men, one in twelve.

2nd Commandment:

Remember, Cancer in its beginning can be cured. The wise man recognizes the warnings of Science, and at the beginning submits to advice to have the Cancer promptly cut from his body. Science is a jealous god, and its truths must not be disregarded by the thoughtless.

3rd Commandment:

In this affliction, follow not the voices of the unlearned and submit not thy affliction to the hands of "quacks," because valuable time is consumed and the day of prompt action is sacrificed and death is foreordained.

4th Commandment:

Search thy body for blemishes which are the first signs of Cancer. Hasten to the scientist and have these signs interpreted. These signs are moles, excrescences, fistulas, and warts; they are symptoms of indigestion; they are lumps in the breast; and they are the bleeding from the womb after the change of life, or irregular or much bleeding in the middle life. Tumors, blemishes, distress, pain, discharges or bleeding, any of these should be interpreted by the scientist.

5th Commandment:

One day each year thou shouldst rest from thy labors and give that day to the examination of the body. The first day of life was given to thee as thy birthday. May that the day of scientific search into the body's ills, and if perchance the signs of cancer have been established thou wilt be spared the most dreaded death.

6th Commandment:

Remember, Cancer is a local disease in its beginning. Cancer is not a blood disease. Cancer extends through the lymphatics in its later stages

and rarely through the blood stream. Cancer is not contagious. Cancer is not hereditary. Cancer, unlike venereal diseases, is not a disgrace and may be discussed openly.

7th Commandment:

Remember, Cancer can be cured if completely removed by the knife before it has extended through the lymphatic channels or the blood stream. No other means of curing deep-seated cancer has been effected by scientists. Radium and X-ray hold out hope because of their effect on local, superficial cancer, and because they stay off the progress of the disease in inoperable cancer and afford relief of the symptoms in these cases. But they are still on trial and have not demonstrated their value as permanent cures. Internal medicine, ointments, pastes and superficial cauteries cause criminal delay and have no value as permanent remedies.

8th Commandment:

Remember, Cancer is not painful in its early stages.

9th Commandment:

Remember that irritation of a tissue favors Cancer. A sore tongue irritated by a rough tooth; a cracked lip irritated by a cigar, a pipe, or a cigarette; piles irritated by the clothing; moles that have been irritated by rubbing of clothing or the hands; warts about the eyelids, nose, or face that become irritated. Consult a scientific physician for all of these difficulties.

10th Commandment:

Remember, without ceasing, that you should insist upon prompt removal of a Cancer if a positive diagnosis of the disease has been made. Don't allow your attendant to delay, and don't delay action by procrastination on your own part. Thus will you cheat death and preserve a useful life for friends and family.

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. III

OCTOBER, 1921

No. 10

HOW THE CANCER WEEK LOOKS ONE MONTH IN ADVANCE

As this number of Campaign Notes is prepared, we have arrived at the end of September. There still remains a whole month for the organization of the Campaign which would appear to be quite sufficient in most instances. This statement is made in light of the progress manifested throughout the country during the month of September. It does not mean that there is nothing further to be done by those who already have their preliminary arrangements well in hand but is said with the idea of assuring those few states which have not gotten off to so good a start that there is still opportunity before the thirtieth of October to organize and carry out a very creditable piece of work if the right cooperation is enlisted and the proper methods applied.

As one reviews the wonderful activity throughout the country and realizes the immense amount of energy and devotion going into this first attempt to carry out a uniform campaign throughout the country at one time, he cannot but be encouraged and become optimistic as to the success of the whole thing. The outstanding feature at present noticeable is that each state in the Union and most Provinces in Canada are organizing with an active chairman as leader, and in most cases these chairmen have reported from a dozen to upwards of fifty local chairmen. It is one thing to secure a single representative for each state in the person of a state chairman; it is quite another, however, for these chairmen to not only select chairmen for local committees, but to imbue them with the proper enthusiasm for organizing and carrying out an intensive campaign. This, however, is what has actually resulted during the past year and a half and much of the glory of this achievement is due Dr. Powers as President of the Society and the one pri-

marily responsible for the selection of its Regional Directors and State Chairmen.

It is obviously impossible to cite in detail the preparations being made in each state and in Canada. An effort will therefore be made in this Bulletin to indicate the high points so far brought to light by the efforts of the Society's various representatives in organizing for the Cancer Week. It was hoped that many of the suggestions in this way made plain can be used as guides by those in other states.

The Organization of Canada

Canada is being organized by Dr. G. E. Armstrong, one of the Vice-Presidents of the Society and a Director of Montreal. The organization as it so far exists under Dr. Armstrong as Regional Director of the Dominion is as follows:

Chairmen	Address	Province
Dr. John Stewart	Halifax	Nova Scotia and New Brunswick
Dr. Fred. J. Tees	Montreal	Quebec
Dr. Alexander Primrose	Toronto	Ontario
Dr. R. J. Blanchard	Winnepeg	Manitoba
Dr. H. E. Munroe	Saskatoon	Saskatchewan
Dr. R. E. McKechnie	Vancouver	British Columbia

Preparations are being made for the Cancer Week by these excellent appointees in Canada, principally by working through the Medical Officers of Health and the Provincial and Local Medical Societies.

States in Which the Health Departments Are Active

It will be recalled that one of the suggestions in the plan for organizing the campaign was to endeavor to interest the State Departments of Health. This suggestion is being

generally followed and it would appear to be a wise procedure.

The whole campaign in the State of Connecticut is being conducted under the State Department's auspices with Dr. Stanley H. Osborn as Chairman. Locally the campaign is largely in charge of health officers and officials of the various county medical societies. A weekly news service is maintained through which cancer articles are being sent to the press.

In Wisconsin our Committee also asked the State Department of Health to take the lead and most excellent cooperation is being rendered by State Health Officer Dr. C. A. Harper, and his colleague, Dr. J. F. Thompson. A matter of particular note in this State, made possible by the fact that they have all the facilities at hand for writing letters and preparing press notices, is the work which they are planning with Fraternal Orders. A letter was addressed to each of these Companies having its home office in that State. Replies are being received asking for literature for special cancer articles to be carried in their news organs; others have agreed to have the Lodge physician give a ten or fifteen minute talk on cancer at their meetings, while some are to reprint "Vital Facts About Cancer" and send it to their members with the yearly payment notices. May we suggest that this is a most promising line of effort to be taken up by all State Committees with those Fraternal Insurance Companies whose headquarters are in their states. While speaking of Wisconsin we must make mention of the fact that the cancer campaign in that State as outlined in a letter recently received from Dr. J. P. McMahon, has been placed on a three year basis, under the auspices of the Council of the State Medical Society, the Committee for the Study and Control of Cancer in the State Society, the University of Wisconsin Extension Division, the State Board of Health, and the State Dental Society. The aim is to conduct graduate courses in the early diagnosis of cancer before the Medical and Dental Societies and lectures before the laity, which it is hoped will ultimately include every village in the state.

In Minnesota, Dr. Verne C. Hunt is also fortunate in securing the active cooperation of

the State Board of Health. The other agencies actively interested in organizing the campaign in that State, are the State Medical Association, the Minnesota Public Health Association, and the State University.

Dr. J. S. Crumbine, Secretary of the State Board of Health of Kansas and Chairman of the Committee on Health and Public Instruction of the Kansas State Medical Society, is also rendering signal assistance. A circular letter was sent out by Dr. Crumbine on behalf of the Committee on Health and Public Instruction, on August 26 to the Secretaries of the County Medical Societies, calling their attention to the National Cancer Week and urging that they take advantage of it by holding a public meeting in each of the larger towns or cities, in the various counties. It was further suggested that a committee on program and arrangements and a committee on publicity be named from the membership of each County Society to "work at the job." This is the finest kind of cooperation and it is well known to public health workers that Dr. Crumbine always carries through anything in which he becomes interested.

Dr. Robert C. Bryan in Virginia, Dr. E. Payne Palmer in Arizona, Dr. F. Koren in South Dakota, Dr. R. W. Hall in Mississippi, and Dr. Reuben Peterson in Michigan, are all working in close cooperation with the Departments of Health, and Dr. John W. Long, has asked Dr. Watson Rankin, the State Health Officer of North Carolina, to organize and conduct the campaign in that State.

States Organized Around the State Medical Society

As reported in previous numbers of the Bulletin, this plan has been adopted in New York State and that State is now completing its organization. Several of the medical districts are taking advantage of the Health Departments in their regions, a recent letter from Dr. Franklin C. Gram of the Division of Communicable Diseases of the Buffalo Department of Health, in the Eighth District Branch, indicating that they are to take an active part in this campaign.

Dr. Palmer Findley of Nebraska has used this method with notable success in that State.

Supplement to Campaign Notes

Vol. III

OCTOBER, 1921

10

Arrangements for Distribution of Special Article

Prepared by Dr. W. W. Keen, of Philadelphia

Sometime ago at Dr. Power's request, Dr. W. W. Keen of Philadelphia prepared a popular article on the subject of Cancer for the *Woman's Home Companion*. This article is in every way excellent and admirably suited as a ten minute paper which might be read before any organization or group during the Cancer Week. The material is taken largely from Dr. Keen's extensive experience with cancer and is most lucid and readable. After seeing the manuscript Dr. Powers was impressed with the desirability of giving this article as wide a circulation as possible and conceived the idea of having it read in the churches on Sunday, October 30. It is strongly urged that an attempt be made to do this and also to interest Fraternal Orders which may hold meetings in your communities during the latter part of October or any time in November, to arrange for it to be read before its membership. In order that as many church congregations as possible may be reached in this way it is suggested that a personal interview be had with ministers and priests by some member of our local committees throughout the country. The Bishop of each Diocese should be seen for he can often make the necessary arrangements with the individual churches under his jurisdiction. It is

appreciated that some clergymen will prefer to use the article as the basis for a sermon or a brief announcement, but it is hoped that each may be provided with a reprint of this paper to be used as may seem suitable.

It would appear that many Fraternal Orders will be interested and willing to cooperate. Dr. Powers has succeeded in having the subject presented before the Board of Directors of the Knights of Columbus in the hope that they will authorize the reading of this paper in all their lodges in this country and Canada during the Cancer Week.

The Society has ordered 100,000 reprints of this article in order that a sufficient supply may be available for this purpose. Orders may be placed either through this office or with your State Chairman. As they will be mailed out direct from the publishers of the *Woman's Home Companion* in Springfield, Ohio, it would perhaps be best for small orders to come through the State Chairmen, though if time will not permit or if for any reason you desire to send your requests direct to the National Office we shall send them to you postpaid in any desired number. Let us see if we cannot provide 100,000 readings for this excellent article.

The work is under the general direction of an Executive Committee and the twelve Councilors of the State Medical Society. Each Councilor has several counties under his jurisdiction and they are now rapidly appointing chairmen for each county. A unique part of the Nebraska campaign is the way in which the work is being financed. A fund between \$500 and \$750 has been raised by contributions from members of the College of Surgeons, X-ray men, and a few internal medicine men. This has made it possible for Nebraska to purchase lantern slides and quantities of literature for distribution.

As has been seen in the preceding discussion, the State Medical Societies are lending material aid to this movement in many other States. For instance, in Ohio and Texas, the cancer committee of the State Society is identical with our own; and in Pennsylvania, most of the work has been done through Dr. Jonathan Wainwright as Chairman of the Cancer Commission in the State Medical Society, and Dr. Henry D. Jump is now planning to use the County Medical Societies asking each to appoint a cancer committee, as has been done in Arkansas.

States Using the Congressional District as the Unit of Organization.

The first State to do this was Mississippi. The work in that State, organized by Dr. R. W. Hall was reported in the Bulletin for August. Michigan has adopted the same plan and most encouraging reports have been received from Dr. Reuben Peterson, Chairman for this State. The thirteen district chairmen have now been appointed and lists of their county chairmen are being received at the office. These county chairmen are in turn to appoint chairmen of sub-committees in every town of 5,000 or more in the State. Dr. Peterson, like Dr. Frank W. Kenney of Denver, is making constant suggestions to his chairmen and keeping up their interest by preparing and sending them circular letters from time to time as a means of calling their attention to various phases of their organization work and the activities to be carried out. Dr. Peterson has secured the cooperation of Dr. Richard M. Olin, Commissioner of Health of the State and of Dr. F. C. Warnshuis, Editor of the Michigan State Medical Journal. Both have promised to give prominence to the sub-

ject of cancer in the next issues of their official publications. Another interesting development in Michigan has been secured through Mr. H. M. Richey, a member of Dr. Peterson's central committee, and manager of the Michigan Motion Picture Exhibitors' Association. They are now attempting to raise a fund which will make it possible to place a slide on the subject of cancer in every theatre in Michigan, prior to and during the Cancer Week, as was done in Denver last year. As this issue goes to press, we received Dr. Peterson's communication No. 5 addressed to the members of his central committee, inviting them to a luncheon as guests of Dr. Fred T. Murphy, Regional Director of the group of states of which Michigan is one for the purpose of receiving reports of progress and consummating their plans. As things are shaping up in this State, Michigan is in a fair way to put on one of the most successful of all our state campaigns during the Cancer Week.

States Using the Community as a Basis for Organization

Most state chairmen have preferred to select individuals known to them as men of force and standing as chairmen of local committees in the principal centers of their states. This arrangement does not preclude the possibility of using state agencies to assist in carrying out the campaign but does put much more responsibility upon the state chairmen, for instead of delegating to district chairmen the duty of appointing local committees he makes all appointments in his state personally.

Colorado under the energetic leadership of Dr. Frank W. Kenney is a good illustration of this kind of organization. To be sure, the Denver district has been well organized for years, and a meeting of this committee in that City recently perfected their plans for the Cancer Week. In the balance of the State, however, to quote Dr. Kenney, "The area as you know is large, the population much scattered, its towns and cities far apart." He rightly says that this means the consumption of time, energy and patience in order to effect an organization throughout the State. Dr. Kenney appears to be succeeding, however, for he has secured the consent of twenty-five leading medical men in the rural parts of his State to take

the chairmanship of local committees. The Denver Committee has added to its lecture staff for the Cancer Week, it now having a total of twenty trained men to present the subject to public audiences.

Dr. A. R. Kilgore, chairman for California, has a quite similar situation to meet in that state, though he is using the county as the unit. Every few days we receive additional names. Fourteen counties now have their chairmen and his central state committee comprises eleven active and energetic members to which he plans to add several others including some influential lay persons. Dr. Kilgore has received from the Pacific Union Conference of Seven Day Adventists an offer to print cancer literature and to have articles on the subject read in their churches during Cancer Week.

In New Jersey Dr. Edward J. Ill has appointed forty-two chairmen in as many different communities. About twenty others have been asked though at this time we have had no word of their acceptance. In this State, many of the larger cities are making plans for large mass meetings, instead of following the plan adopted in most parts of the country where the special emphasis is to be laid on securing as large a number as possible of smaller groups already organized before which to talk. Both plans are good and either may be worked successfully. The advantage of addressing audiences already available through various kinds of clubs, organizations, lodges, churches, and others, is that the expense of auditoriums for the meetings is avoided and the necessity of securing lecturers of state-wide reputation, in order to make the meeting a success, is obviated.

This method of appointing chairmen in the cities and towns of various States has been used successfully in West Virginia as reported before and is the plan in general use in New England. Word received from Dr. Robert B. Greenough, indicates that his district is hard at work on their organization plans,—Massachusetts, under Dr. Edward Reynolds, now putting the final touches on a State organization which has for years been well nigh perfect. The Metropolitan District of which Dr. John C. A. Gerster is Chairman, is proceeding in a similar way though the various

County Medical Societies are to be used extensively in his work. Mrs. Samuel Adams Clark, Chairman of our Extension Committee, has undertaken to supplement Dr. Gerster's efforts by providing through her friends and acquaintances, several million circulars to be left at houses by a corps of social workers, Red Cross and settlement visitors and nurses, the Salvation Army, Y. M. and Y. W. C. A. workers and others. They will also be distributed in churches. She is also planning to have special cancer posters printed for display in railway stations, banks, department stores and private houses and to have one or more lantern slides shown in each moving picture house in the city.

Maryland's Scheme

Dr. Bloodgood in Maryland has undertaken to so divide the Cancer Week as to have each day devoted to a special activity. This would appear to be an interesting way to develop the campaign, especially in larger cities. In that State, Sunday will be devoted to work with churches; lectures, and the reading of appropriate articles. On Monday, an attempt will be made to reach all the nurses in hospitals including Red Cross and public health nurses; Tuesday, physicians and dentists will be especially arranged for; Wednesday, business men's and noon day lunch clubs, Rotary Clubs, etc.; on Thursday, the Public Health Departments will all be active with their lectures, bulletins and other means of publicity; while Friday will be known as newspaper day on which every paper in the State will be asked to carry cancer articles. The "week" will be brought to an end on Saturday and on this day Dr. Bloodgood hopes to have it generally known that persons may have free advice and diagnosis from all public clinics and even from private physicians. Dr. Bloodgood urges that Dental Societies should be enlisted among the active cooperating agencies taking part in this "week."

(See Supplement)

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 25 WEST 45th STREET, NEW YORK CITY

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VOL. III

NOVEMBER, 1921

NO. 11

LETTER FROM PRESIDENT HARDING

Efforts were made prior to the National Cancer Week to bring the matter to the attention of President Harding. The following letter received from the President and released for publication on the Monday following the campaign, served as a most fitting close to the intensive "week's" activities.

THE WHITE HOUSE
WASHINGTON

November 4, 1921.

Gentlemen:

My attention has been called to the nation-wide movement you were inaugurating for the control and prevention of Cancer, and I want to record my hearty sympathy and approval.

Some recent statistics of this subject, indicating how wide-spread and fearful is the devastation caused by this mysterious disease, have particularly impressed me. It seems to me that in recent times no single misfortune of the race has so sharply challenged science. Intensive effort has been devoted throughout the medical and scientific world to cope with this fearful disease, and I have faith to believe that it will at last be crowned with success. It is very certain that such earnest and highly organized efforts as your Society is making will contribute largely to the consummation which we all so devoutly wish; and for that reason, I wish you the largest measure of encouragement and of ultimate achievement.

Very sincerely,

(Signed) WARREN G. HARDING.

The American Society for the
Control of Cancer
25 West 45th Street
New York City.

CONGRATULATIONS FROM THE NATIONAL EXECUTIVE OFFICE

The big campaign is over, except that some states are still completing plans which could not mature by November 5.

Everybody is highly pleased. Nothing but commendation and words of praise for the country-wide activity is heard. Health workers attending the American Public Health Association Conference in New York from November 14 to 18 spoke in the highest terms of the field organization.

This opportunity is taken to transmit this message and to express the hearty appreciation of the Executive Committee and office for the notable assistance rendered by the host of workers representing the Society which made this campaign such a complete success.

We take this occasion to add our sincere thanks to all public health officials, members of the medical profession and others who cooperated so fully in the "week's" activities.

METHODS DEVELOPED DURING CANCER WEEK

It is obviously impossible in the small compass of the monthly bulletin to give the details with reference to the campaign in each state. It is planned, however, to bring out in succeeding numbers of Campaign Notes, a summary of these activities and the more important and striking features developed by individual committees. Below two features of committee activities for both Colorado and Nebraska are given.

Dr. Charles A. Powers of Denver, the President of the Society, delivered a fifteen minute address into the transmitting apparatus of a great wireless telephone plant, and was easily heard by thousands of people in many of the Western states, gathered in groups of twenty or thirty at the many receiving stations. Impressed by this complete separation of the audible from the visible aspects of a health lecture, Dr. Powers wonders if the day may not soon be here when the speaker will sit at his ease in an arm chair and watch the smoke curl upward from his after dinner cigar, while he discourses on the evils of the tobacco habit to audiences scattered over the continent.

Dr. Frank W. Kenney, Chairman of the Colorado Committee, arranged during the Cancer Week for the following poster 14"x22", to be prominently displayed in all—225—Denver street cars:

The American Society
for the Control of
Cancer, says:

- 1 That cancer is **Curable** if taken early.
- 2 Consult a competent physician or surgeon at once on discovering symptoms.

- 3 Pamphlets teaching early symptoms sent by Cancer Society on writing to office at 25 West 45th St., New York City.

- 4 Put out the fire as soon as it is discovered.

Dr. Palmer Findley of Omaha reports two new devices developed during the "week" in his state. Over the plains of Nebraska an aeroplane swiftly delivered one of the speakers to his engagements before one audience after another. This progressive doctor is the first in the state to use an aeroplane in his practice, and the shingles of his patients' barns bear large painted numbers to guide him down from the sky as he wings his daily rounds. Perhaps the stork legend is already growing up in a new and modern form among the wondering youngsters of Nebraska.

In the same energetic state the party line telephone was put to work with great success to advertise cancer meetings. Through the cooperation of the telephone officials what is known as the S. O. S. call was put out early in the evening, just as the house wife was sure to be washing the supper dishes, and in three minutes time every farm house within a radius of thirty miles had received word of the time and place of a free lecture on cancer.

THE NATIONAL HEALTH COUNCIL Organization and Purpose—

On December 10, 1920, the countless efforts to correlate the activities of the various national organizations whose principal interest is public health were at last brought to a successful termination by the launching of the National Health Council with Dr. Livingston

Farrand as Chairman and Dr. Donald B. Armstrong as Acting Executive Officer. This is in nowise to be considered as a merger of these agencies. Each retains its own individuality for, as stated in its constitution:

"The Council aims to inter-relate the work of the independent national voluntary health agencies, enhancing opportunities for cooperative public service. Its declared purpose is the betterment of health work in the United States.

The proposed or initiated functions of the Council, approved to date, are:

1. An information bureau of special service to the members.
2. A health legislative bureau on national and state legislation.
3. A statistical bureau.
4. The development of health education material.
5. Periodic joint conferences.
6. The coordination of health activities.

A national headquarters office has been established at 411 Eighteenth Street, N. W., Washington, D. C., in addition to the cooperative office at 370 Seventh Avenue, New York City.

Membership—Cancer Society Admitted

On September 9, 1921, the American Society for the Control of Cancer was notified that its application had been favorably acted upon by the membership committee. At the meeting of the Executive Committee on October 4, Mr. Osborne was appointed as representative, and Dr. Howard C. Taylor as alternate to serve upon the Council.

The complete membership of the Council at present, which may be added to at any time by a two-thirds vote of its members, is as follows:

American Public Health Association
American Red Cross
American Social Hygiene Association
American Society for the Control of Cancer
Conference of State and Provincial Health Authorities of North America
Council on Health and Public Instruction of the American Medical Association
National Child Health Council (Representing indirectly at present its own constituency not otherwise a part of the Council, namely the American Child Hygiene Asso-

ciation, the Child Health Organization of America and the National Child Labor Committee.)

National Committee for Mental Hygiene
National Organization for Public Health Nursing
National Tuberculosis Association
U. S. Public Health Service (conference member)

NOTICE
CHANGE OF ADDRESS
370 Seventh Avenue—after Dec. 10, 1921

Most of the members of the National Health Council have recently moved under one roof as a practical means of being more closely associated and thereby being in a position to more closely cooperate. The address given above is that of the Penn Terminal Building, adjoining the Pennsylvania Railroad Station where the fifteenth and sixteenth floors of this new office building are now occupied entirely by health organizations. When this joint renting arrangement was entered into last spring, the Society found it impossible to dispose of its present lease which expires on May 1, 1922. Space was reserved for us, however, but it is found that it cannot be held after December 1. The Executive Committee has, therefore, voted to move on or about that date. Our neighbors on the sixteenth floor will be: American Public Health Association, Bureau of Social Hygiene, Child Health Organization of America, Maternity Center Association, New York Community Service, New York Diet Kitchen Association, National Health Council.

Common Service Committee

This is the name of the Committee which consummated this unique and highly practical renting arrangement. Its Chairman is Dr. William F. Snow, General Secretary of the American Social Hygiene Association. A number of joint common services are offered to all members of the National Health Council which are not only most practical and useful but aim to keep down the cost of such services. They include a common library, shipping, purchasing, storage, letter service, messenger and telephone; and some experimentation is planned in the partial pooling of a dictograph, typing, stenographic and other routine office facilities.

Just at this time when it is plainly evident that the increased demands upon our Society calls for an expansion of its office force, such a service should be considered most carefully as a possible alternative to an expensive increase in our overhead.

Rotary Health Week

At the request of the National Rotary Association, the National Health Council has prepared a most comprehensive program of activities to be undertaken by Rotarians during their Health Week from December 5-11. Every Rotary Club in the United States will participate in the week's activities.

This opportunity is taken to urge the Chairman of every state and local Cancer Committee to get in touch with the Chairman of Arrangements in his city, for the purpose of cooperating in this national movement. All the great national health agencies will have a part in this program. Some of them may have a more generally popular subject than ours, but none have one of more vital importance. It is hoped that the Cancer Committees throughout the country will demonstrate how willingly and well they can function as the field force of a member of the National Health Council.

ENDORSEMENT BY AMERICAN COLLEGE OF SURGEONS

While the work of the Society has been heartily endorsed by this great organization of surgeons in the past, it is significant and encouraging to again receive special commendation from so powerful a source. The following telegram was received at the office on the day preceding the "National Cancer Week" fol-

lowing the annual meeting of the College at Philadelphia, October 24-29:

"Following resolution passed by Board of Regents of American College of Surgeons in Session, Friday, October 28: 'Resolved that the American College of Surgeons fully endorses the work of the American Society for the Control of Cancer and urges the cooperation of every fellow of the College.'

Signed (Franklin H. Martin,
"Secretary-General")

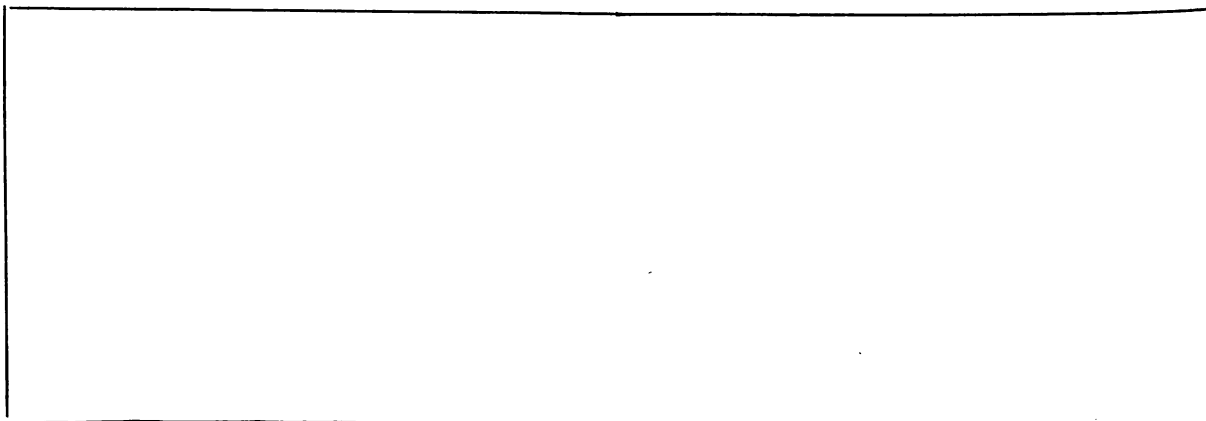
CABLEGRAM FROM MADAME CURIE

That Madame Curie is interested not only in radium and its possibilities in the treatment of cancer, but has a keen appreciation of the work being done by this Society in its educational attack on the disease is evidenced by the following cablegram received from Paris, during "National Cancer Week":

"The efforts of the American Society for the Control of Cancer to bring home to the people the necessity of an early diagnosis of this disease, and urging its immediate treatment, should have the support of every one with the welfare of humanity at heart.

"Cancer is a world problem today and in spite of the great advance made in surgery and treatment little avails unless the malady is early diagnosed and treated by those skilled in its control. Of the thousands who have died yearly a great number could have been saved had the disease been taken in time.

"Spread the propaganda that through better knowledge regarding cancer the present high mortality may be materially reduced—as it will be."



CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK CITY

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VOL. III

DECEMBER, 1921

NO. 12

NOTICE—ANNUAL MEETING

The annual meeting of the membership of the American Society for the Control of Cancer will be held at its new office, Room 1651, 370 Seventh Avenue, New York City, on Saturday, February 25, 1922, at 4 P.M. The chief business of the annual meeting will be to elect officers for the coming year, to receive the report of the budget committee and to elect Directors to fill the vacancies of those whose terms have expired.

Following the annual meeting there will be a stated meeting of the Board of Directors, probably in one of the nearby clubs. It is hoped to repeat the very successful dinner conferences which have for years been held at this time by the Board, each Director assuming his proportionate share of the expense. We are looking forward to an even more interesting meeting than has characterized previous conferences of this nature. The Board of Directors will organize for the ensuing year, receive the report of the Executive Committee on the conduct of the work of the Executive Office during the past year and consider the future prospects of the Society, with special relation to the extension of its work, the desirability of holding another intensive campaign during the year and of extending its scope of financing. It is hoped that as many members as possible may attend the afternoon meeting of the Society and that all the Directors will make a special effort to be present for the evening conference.

Mr. Lakeman Goes to New York State Department of Health

Mr. Curtis E. Lakeman, who from 1913 to the time of his departure to Geneva in the fall of 1919, was Executive Secretary of the Society, has been appointed Secretary of the New York State Department of Health to succeed Dr. John A. Smith, resigned. The So-

ciety was fortunate enough to secure the services of Mr. Lakeman for the month of October when he made a special field trip down the Atlantic Seaboard, returning by way of several of the east-central states. This trip, which made it possible for the State Chairmen to profit by Mr. Lakeman's personal knowledge and enthusiasm, was reflected in the extraordinary amount of activity which developed in this section during the "Cancer Week." We are extremely sorry to lose Mr. Lakeman's services but are happy that he should be so well situated in work most congenial, and that Albany's proximity to New York will enable him to attend meetings of the Board of Directors and to confer with the Executive Committee and its Secretary on many matters of policy with which his long connection with the Society makes him familiar.

Gleanings from Cancer Week

While the reports from the various states have not yet all been received, enough information is at hand to enable us to estimate fairly accurately the amount of work accomplished during the "National Cancer Week" and to present the data from a number of states whose reports have been received on the forms sent out from the office. In succeeding numbers of the Bulletin, the summaries of the activities in other states where it was not possible to report the results in figures will be carried, and as returns come in from those districts not yet heard from, a similar summary of their activities will appear. In this issue and the one for January, 1922, an attempt will be made to show in tabular form the gross figures found in these reports, the material being alphabetically arranged by states.

It is safe to say that fully 500,000 persons were reached during the campaign by lectures alone; that several hundred thousand more received the message by short addresses in

churches, lodges, and theatres; that upwards of 5,000,000 pieces of literature were distributed; that countless other thousands saw display posters or lantern slides on the screens of moving picture houses and that the newspaper and magazine publicity covered pretty gener-

ally the whole reading public of the country. It is probably a conservative estimate to say that no less than 10,000,000 persons received the simple facts of cancer control either directly or indirectly during this remarkable activity of seven days' duration.

SUMMARY REPORTS FROM STATES

State	No. Lectures	Attendance	Literature (No. Pieces)	News Articles	Theatres (Slides)	Film Showings	No. Clinics
California	45	7,000	20,000	200			
Colorado	141	25,000	29,000	72	20 (Seen by 208,000)	28	2
Connecticut	45	6,000	59,000	100	45 (Shown daily)		
Delaware	12	5,000	15,000	80	6 (Seen by 30,000)		
Georgia	47	9,000	21,500	58 (3 cartoons)			
Kentucky	10	3,000	11,200	39	12		1
Maine	174	10,000	6,375	113	14	8	4
Michigan	194	40,000	115,000	323	171	6	44
Mississippi	63	25,000	8,000	86	15		

California.

The campaign in this state was under the direction of Dr. Alson R. Kilgore, with Dr. A. S. Lobengier, of Los Angeles, in charge of the campaign in southern California. The fullest cooperation of the California State Medical Association with its excellent Journal, the newspapers of the State, the Pacific Coast Field Committee of the Young Women's Christian Association and the churches, was secured. The Pacific Union Conference of Seventh-Day Adventists carried announcements and articles in its Journal, and an excellent letter was prepared for reading in the churches on Sunday, October 30. A series of special bulletins was prepared and sent by Dr. Kilgore to his local chairmen, from time to time. The State Board of Health featured cancer in one issue of its bulletin; a special cancer circular was prepared by the Los Gatos Board of Health and Dr. J. L. Pritchard, of San Jose, printed and distributed 10,000 extra copies of our leaflet, "Vital Facts About Cancer."

Colorado.

From the above table it is seen that Colorado did remarkably well during this campaign, in a state for the most part sparsely settled. While there were 64 lectures in Denver alone, there were 77 in other parts of the state before

10,000 persons. This shows how well the State was organized by Dr. Frank W. Kenney, and he too succeeded in keeping his local chairmen informed and their interest at a high pitch by a series of bulletins carrying useful data for lectures, notes to editors, and other special information. The Society's film, "The Reward of Courage," was shown 25 times in Denver and then sent to three other cities. Dr. Keen's article was read in 124 churches. In the November "Campaign Notes" an account was given of Dr. Powers' wireless telephone message as well as the text of the poster prepared for street cars and stores, 475 of which were displayed throughout the state.

Connecticut.

In this state the campaign was conducted by Dr. Stanley H. Osborn, under the auspices of the State Department of Health. In this way the cooperation of local health officers was insured, and the facilities of the State Department used for sending circular letters to health officers, nurses, churches and others. In addition to the literature supplied from headquarters the Department purchased 2,000 copies of the medical handbook "What We Know About Cancer" and sent it to every physician in the state. Following are extracts included

in Dr. Osborn's report from letters received by him from his local chairmen:—

"I am in receipt, in the morning's mail, of a pamphlet entitled "What We Know About Cancer," issued by the State Department of Health. It is an extraordinarily valuable resume and the authors and distributors should be congratulated upon its being placed in the hands of every physician." (Yale Medical School.)

"Pamphlets were distributed by our public health nurse; the matter was also brought up and discussed at meetings of the Parent-Nurses Association in the different schools, and I know from personal experience that much good has been accomplished." (East Hartford.)

"We had a high degree of success with our newspaper publicity, all the newspapers co-operating well." (New Haven.)

Delaware.

The organization of this state was somewhat delayed, but when Dr. A. K. Smith, Medical Director of the DuPont Company was finally secured as Chairman, the work went forward with remarkable speed and enthusiasm. Aside from the report contained above, Dr. Smith states that the lantern slide (that used by the Denver Committee in its campaign last spring) had a total of 75 showings and that a simple request was sufficient to have Mr. Mencken's letter, prepared for the Maryland Committee, read and posted in all the "movie" houses. One of the Maryland letters appears in full on the last page of the Bulletin.

Georgia.

The Society's work in this state is under the dual direction of Dr. George R. White of Savannah, and Dr. J. L. Campbell of Atlanta, Chairman of the Cancer Commission of the Medical Association of Georgia. The newspaper publicity was varied by the use of three excellent cartoons, and a special letter prepared by Dr. Campbell was printed in the "Christian Index," the "Journal of Labor," and the "Wesleyan Christian Advocate," reaching in this way fully 200,000 people. A special bulletin issued by the Journal of the Georgia Medical Association was sent to every doctor and many ministers in this State

Kentucky.

Dr. Irvin Lindenberg, Jefferson County Health Officer, of Louisville, is our State Chairman for Kentucky. He had the fullest co-operation of the State Department of Health

which purchased the Society's cancer film and sent out 36 news articles through its publicity department. Dr. Lindenberg also secured the publication of four cancer articles in Louisville papers during the week; and a special cancer article in the Masonic Home Journal reached all the Masons in the state. The Kentucky State Medical Journal for December carried a symposium on cancer.

Maine.

For a state largely rural, Maine, under the direction of our Chairman, Dr. Edward H. Risley, carried out a most effective campaign. The one outstanding feature was the preparation of a standard lecture issued by the Maine Medical Association's Cancer Committee and the Cancer Division of the Maine Public Health Association. This was prepared for the special purpose of simplifying and unifying the lectures presented by the medical men of Maine to general audiences. It also served several other purposes, for it was used as material for newspaper articles, read by physicians before groups in practically all the large department stores in Portland and by their wives to small groups of women in churches, clubs, normal schools, and elsewhere. Editorials appeared in the Maine Medical Journal for October and November and three excellent news articles were sent to the newspapers of the state by the Maine Public Health Association. Our little circular, "Vital Facts About Cancer," was reprinted in French and distributed to persons of that nationality in Augusta and Portland.

Michigan.

This is another of the states whose organization may be designated as excellent. A meeting of the Central Committee of Michigan was held in Detroit at which careful plans were perfected and suggestions made by Dr. Fred T. Murphy, Regional Director, and Dr. Reuben Peterson, under whose immediate supervision the work in Michigan was carried out. The figures contained in the tabulated report above indicate the enormous amount of activity which developed in this State. Dr. Peterson adopted the plan of sending out special communications to each of his district chairmen, who in turn, passed the information along to their county chairmen. All suggestions from the National Office, as well as useful lines of contact developed in Michigan, were incorporated

in such special communications which resulted not only in retaining the interest of the sub-chairmen but of telling them definitely what to do and how to do it. Three principal features of the Michigan campaign were: the excellent newspaper publicity, which was turned over entirely to the Publicity Division of the State Department of Health; the cooperation of the Manager of the Motion Picture Theatre Owners of Michigan and the large number of clinics held during the "week." The latter appear to be limited to Detroit where daily clinics were held in seven hospitals, at three of which 125 persons presented themselves for examination. In addition to the 40,000 persons in the State before whom set lectures were delivered, "four-minute talks" were given in 150 moving picture theatres. In 240 churches Dr. Keen's article, or some other letter or announcement were read. The State Department of Health and the Detroit Board of Health both issued special cancer bulletins, while five articles or editorials appeared in the bulletin of the Wayne County Medical Society.

Mississippi.

The report from Dr. R. W. Hall who organized and directed the campaign in Mississippi was received about the middle of December. Dr. Hall stated, as have practically all our other state chairmen, that the report was not complete and that several counties were still busy with the campaign in their districts. We are assured that the cooperation of a large part of the medical profession of this state was enlisted. Fully one-half of the county societies of the State held cancer meetings, many of them using the following symposium prepared for the purpose: 1) Cancer a National Problem, 2) The Diagnosis of Cancer, 3) The Cancer Problem and the Surgeon, 4) The Laity and Cancer, 5) The Prevention and Cure of Cancer.

MARYLAND COMMITTEE LETTER

Written by H. L. Mencken, a well known Journalist of Baltimore, at the request and with the approval of the Maryland Cancer Committee, representing the American Society for the Control of Cancer.

To be distributed to Ministers, Priests and Rabbis, to be read in all churches and synagogues, Sunday, October 30—later to be read in all lay organizations of Churches and synagogues and to be published in any publication of the church or synagogue or lay organization.

The object of Cancer Week is not to spread alarm about cancer, but to bring hope. The

causes and nature of this terrible disease are still obscure, and once it is fully developed its cure is almost impossible. But one thing, at least, has been demonstrated by the surgical experience of the past ten or twenty years: it can be cured if it is taken in time. A cancer, it has been found, never starts as a cancer. It always starts as something that is not, in itself, dangerous: a lump, a mole, a wart, a bruise, a small ulcer, a burn. Such things often go away themselves, and then no harm is done. But if they remain a long time, and sometimes even a relatively short time, they may turn into cancers, and then they are very dangerous indeed. The safest plan is to have all such things attended to at once. A good doctor can determine whether they are likely to turn into cancers or not. If not, simple remedies will usually suffice to heal them. And if they are of the dangerous variety, they can be removed at once, and all risk of cancer prevented. Such an operation, in these early stages, is quick and painless, and cause no disability. It can be done, as a rule, under a local anaesthetic—cocaine, not ether or gas. Even if a cancer has begun to develop, the life of the patient may be saved if it is taken in time. But not if it is neglected until the late stages. The surgical records show clearly the importance of early treatment. In the early stages, even of undoubted cancer, the percentage of recoveries is very high; in the late stages it is next to nothing.

The surgeon can do nothing until the patient comes to him. The later the patient comes, the more difficult his task—the worse the operation and the smaller the chances of cure. If you have a lump, a mole, a wart, a bruise that won't heal, or any unusual discharge, as a rule bloody, or a sore spot anywhere that resists ordinary treatment, go to a doctor and ask him about it. It will probably turn out to be harmless, and he will cure it quickly. And if it is something worse—the warning that goes before cancer—then going early will save your life. A cancer does not come unannounced. You have warning. But that warning must be heeded instantly.

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CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. IV

JANUARY, 1922

No. 1

FOUR NOTABLE CONTRIBUTIONS TO NATIONAL CANCER WEEK

Dr. Keen and the Woman's Home Companion
Some time prior to the National Cancer Week, Dr. W. W. Keen, Emeritus Professor of Surgery at Jefferson Medical College, Philadelphia, prepared at the request of Dr. Powers, a most impressive paper on cancer, entitled "A Message of Hope." Gleaned, as the facts in this article were, from the observations and personal experiences of one who has rightfully come to be known as the Dean of American Surgery, Dr. Powers realized its great value and usefulness for the national campaign. The article was accepted by the Woman's Home Companion for publication in the December number. By special arrangement, the Editor agreed to have that page of the Journal set up and printed in advance with the following statement at the top:

"This article will appear in full in the December number of the Woman's Home Companion. This advance reprint is issued for public reading during Cancer Week, at the request of the American Society for the Control of Cancer."

The Society purchased 100,000 copies of the reprint which were sent out to its State Chairmen for use during the "week." A copy of this excellent paper may be had upon request.

Knights of Columbus

Following up his determination to give as wide publicity as possible to Dr. Keen's article, Dr. Powers, through the Honorable John H. Reddin, Supreme Director of the Knights of Columbus, caused the matter to be placed before the Board of Directors of this powerful Order. The Board acted favorably upon the request and 2,500 copies of the reprint were sent to Mr. William J. McGinley, Supreme Secretary, to be forwarded by him to each Council in the United States and

Canada to be used at one of its meetings between October 30 and November 12.

General Federation of Women's Clubs— Health Division

At the request of the Executive Office and the personal solicitation of Dr. Frederick J. Taussig, Regional Director and State Chairman for Missouri, the cooperation of Mrs. Walter McNab Miller, of St. Louis, Chairman of the Health Division of the General Federation of Women's Clubs, was secured for the national campaign. In order that the women's clubs might arrange for definite cooperation with our various State Chairmen the following letter (quoted in part) was sent by Mrs. Miller to each Health Chairman of the Federation:

"More and more in educational work the plan of setting aside a definite time for crystallizing the thought of the community on any particular phase of health has come into favor.

"The American Society for the Control of Cancer is to hold its National Cancer Week October 30 to November 5, and this Society has asked our cooperation in making its campaign to educate the general public on the outstanding facts about cancer a success. This campaign is of great importance to us women for of the 90,000 deaths each year from this disease considerably more occur among women than among men.

"In general, the idea is to provide speakers and literature for distribution, and in your state the Chairman for whom I ask your cooperation is (name and address of State Chairman filled in here) and I shall be glad if you will let me know how the club women help in this campaign."

Metropolitan Life Insurance Company
Notable cooperation was rendered "National

Cancer Week" by the Metropolitan Life Insurance Company through its Third Vice-President, Dr. Lee K. Frankel. Not only was a letter sent out by him to all the Company's managers in the United States and Canada asking that they do all in their power to make the campaign a success; but 250,000 copies of its excellent circular, en-

titled, "Cancer, A Message of Hope," carrying the Society's endorsement on the back page, were sent out by the Company to our State and Provincial Chairmen for distribution at public meetings. Its agents were also instructed to leave a copy of the circular at the home of each of its industrial policy holders during the "week."

FURTHER REPORTS ON CANCER WEEK

State	No. Lectures	Attendance	Literature (No. pieces)	News Articles	Theatres (Slides)	Film Showings	Clinics
Missouri (St. Louis)	25	6,300	90,700	32	45 (Shown daily)		
Nebraska	197	34,000	45,000	4,508	76		
New Jersey	224	85,000	112,000	210	81	6	
New Mexico	130	1,000	4,000	60			
New York (30 of 54 counties)	143	19,200	60,500	100	5 (Shown daily)		
North Dakota	97	6,300	7,000	53	10 (Seen by 5,000)		
Oregon (Portland)	10	1,000	1,800	12		5	
Rhode Island	5	500	1,500	44	20 (Seen by 15,000)		I
West Virginia	53	8,900	6,000	62		4 (Seen by 3,000)	I

St. Louis

We always expect something new and original from Dr. Frederick J. Taussig, Regional Director and Chairman for Missouri. We were not at all disappointed in this respect when his recent report was received. Not only did he have 50,000 extra circulars printed, some in Yiddish and Italian; induced the three Life Insurance Companies in his state to send literature to each policy-holder and have a circular put in the pay envelopes of three of the large wholesale houses of the city, but he also had statements read from every pulpit, talks given before pupils of high schools and of teachers colleges and had special news articles prepared and signed by prominent retired St. Louis physicians. The most interesting innovation, however, was his placarding of prominent street corners and his live exhibits in the four large department stores. In the window of one, two electric trains were shown, with a sign midway between them stating "Be Sure To Take The Right Train." One was shown traveling through Ignorance to Fear, and then to a Cemetery; while the other passed through the stations of Knowledge, Early Recognition, Prompt Treatment and eventually arrived at Cure. Another exhibit had as a central feature a house on fire

with actual smoke coming through the roof. Two engines, one marked "Surgery" and the other "Radium" were shown rushing to the fire above which a sign was displayed "Put Out The Fire Before It Gets A Head Start." Appropriate posters and cartoons were displayed on the adjoining walls and throughout the week crowds were standing two deep in front of these windows.

Nebraska

Mention was made in the November number of the Bulletin of the two principal features of Nebraska's work under Dr. Palmer Findley, of Omaha. His twentieth century adaption of Paul Revere represented by the S.O.S. party line telephone system was a new way of sounding the call for a cancer meeting and Dr. Frank A. Brewster, of Beaver City, is the first physician, so far as we know, who arranged his cancer lectures to conform to aeroplane schedule. Dr. Findley provided us with a spot map of his State which is well speckled with red, indicating the 197 lectures which were given. The Nebraska people claim to have reached either directly or indirectly fully 75% of their population.

New Jersey

This state has the distinction of having given

the largest number of lectures of any state for which reports have so far been received. This is not surprising when it is realized that Dr. Edward J. Ill, our State Chairman, practically gave up his whole practice during the "week", and addressed fifteen of these meetings himself. Lying, as she does, midway between New York and Philadelphia, New Jersey found it possible to call upon speakers from these two centers to help out. The brightest spot in the State was Paterson and the group of cities surrounding it, where a total of 40 lectures were given, attended by 50,000 persons. This work was under the excellent direction of Dr. J. C. McCoy. The Society's film was purchased by Dr. Ill for permanent use in his district.

New Mexico

This thinly settled state, under the Chairmanship of Dr. James A. Rolls, of Santa Fe did a most commendable piece of work. In rural districts, audiences are numbered in tens rather than in hundreds and it speaks well for the lecture force to give its time to groups of this size. Dr. Rolls had the fullest cooperation of Dr. D. B. Wilson, Health Officer of Santa Fe, and of the newspapers in the state, and feels that a very good beginning has been made.

New York State

Dr. John M. Swan, of Rochester, Chairman of the New York up-state Committee, reports varying success for the "Cancer Week" but prospects of a complete and thorough organization of his whole district in the near future. In some districts the work has been delayed until the cooperation of the medical profession could be formally enlisted. The principal activity during "Cancer Week" was shown in those medical districts in which Buffalo, Rochester, Albany, and Schenectady are the centers. All possible assistance was rendered by the local health departments and the State Department has since purchased the cancer film.

North Dakota

It appears from reports received from Dr. V. J. La Rose, Chairman for North Dakota, that his State, specially so far as the larger centres were concerned, was well cared for during the campaign. The State Health Officer was most active and through his Department sent out form letters to ministers, lodges, women's clubs, wel-

fare and professional associations, labor unions and newspapers. Special articles were carried in the Department Bulletin. In Bismarck, the program of a large public meeting was varied by including several musical selections. It was pronounced most successful.

Portland. (Oregon)

Dr. Ernest F. Tucker, who is Chairman for Oregon, and Regional Director of the three northwestern states, developed useful work in Portland, but for several reasons the campaign did not take hold outside that city. Since then, however, a most encouraging spurt is noted which involves not only the states of Washington and Oregon but the Province of British Columbia in Canada. At Dr. Tucker's instigation, the North Pacific Surgical Association at its meeting in Vancouver early in December, adopted the following resolution:—

"Whereas, this Association has accumulated a fund in excess of four thousand dollars,

And Whereas, the control of cancer is one of the important, vital problems of the time.

Resolved that we approve of the work being done by the American Society for the Control of Cancer.

Resolved that this Association appropriate fifteen hundred dollars, to be expended in aiding that work in this territory within the jurisdiction of this Association, the fund to be expended as follows: five hundred dollars to be assigned to the Province of British Columbia; five hundred dollars to the State of Washington, and five hundred dollars to the State of Oregon.

That a Committee of three from each of these districts shall be appointed by the Chair to confer with the Regional Director of the American Society for the Control of Cancer, as to the most advisable way to expend this sum in carrying on this work, but that no part of it shall be used to pay salaries, except to pay moving picture and lantern operators, and no part to be used in the payment of rents for halls, as it is but just that communities benefitted by this important educational work shall provide these places. The traveling expenses of physicians giving lectures may be paid from it when the Committee so advises. The Chairman of each Committee shall be Treasurer of the fund, and the Secretary-Treasurer of the Association shall transmit to

him such part as he may require to carry on the work in his district.

The President then appointed the Committees as provided for in the resolution: For British Columbia: Dr. A. S. Monro, Dr. H. W. Riggs, and Dr. H. R. Storrs; for Washington: Dr. H. D. Dudley, Dr. H. J. Whitacre, and Dr. J. H. O'Shea; for Oregon: Dr. A. E. Rockey, Dr. O. B. Wight and Dr. W. B. Holden.

This shows most commendable interest in the Society's educational campaign on the part of this relatively small Surgical Association which we hope will be emulated by others.

Rhode Island

The activity in this State during Cancer Week was limited to the city of Providence, though our Chairman, Dr. H. C. Pitts is now planning to organize the rest of this district. Excellent newspaper publicity was secured and Dr. Keen's article was read before the Knights of Columbus, the Masons, and in Italian, before the Sons of Italy. Short articles relating to "Cancer Week" were read in all Catholic Churches and most Protestant Churches.

West Virginia

Dr. Frank LeMoyne Hupp, Chairman for West Virginia, had fully organized his State before the "Cancer Week" so that everything moved smoothly during the campaign. He reports excellent cooperation both on the part of the medical profession and the Dental Society. Several articles were carried by the State Medical Journal and the Bulletin of the State Board of Health. In addition to the large mass meetings held in all the principal centers of the State by Dr. Hupp's local chairmen, an indefinite number of talks were delivered by Dr. Harriet Jones,—some 30 in all—in country schoolhouses, cross-roads churches, mothers' meetings and before high school girls and others. Dr. Hupp had the Society's Cancer film which appears to have been widely shown.

Health Institute—Columbia, S. C.

Dr. Frederick L. Hoffman, one of the Society's Directors and Statistician of the Prudential Insurance Company of America, took part on January 12 in the Public Health Institute at Columbia, South Carolina, one of a series of such Institutes being held in the prin-

cipal cities in the United States, from January to May.

Dr. Hoffman's address was entitled "The Cancer Problem in the South," and covered a brief outline of the elementary facts of the problem of cancer control with special relation to southern states where the death rate from this disease is considerably lower than in the north. Dr. Hoffman stressed the point that while cancer itself could not be prevented in the ordinary sense of the term, death from cancer could be avoided in many cases by timely and skillful operation, radiotherapy, or other radical treatment. "To an increasing extent," he stated, "cancer patients now avail themselves of modern methods of treatment, take the disease seriously in its early stages, face the truth with courage, and live for many years after in the best of health."

Dr. Hoffman took the opportunity, as he always does, of pointing out the wide prevalence of the disease; that it is neither infectious, transmissible or hereditary, and that it is not caused, as so many people think, by worry, anymore than it is curable by faith-healing or any one of the many advertised "cancer cures."

These Institutes serve a most valuable purpose and many of them have included one or more papers on cancer in their programs. Our local Chairman, Dr. Charles M. Rosser, of Dallas, Texas, and his colleague Dr. McIver Woody of the same City presented the subject before the Dallas Health Institute held from January 16-21 and it is hoped that suitable arrangements may be made by our local chairmen in other cities to have the subject included in all of these Institutes still to be held during the winter and spring.

A REMINDER

We would again call to the attention of our members the date and address for the annual meeting of the Society,—February 25, 4 P. M., Conference Room, 16th floor, Penn Terminal Building, 370 Seventh Avenue, New York City.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS. 370 SEVENTH AVENUE. NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. IV

FEBRUARY, 1922

No. 2

"THE REWARD OF COURAGE"

"The Reward of Courage" is the title of the educational film produced for this Society by the Eastern Film Corporation, 220 West 42 Street, New York, and released just prior to the "National Cancer Week." This is the first of the two cancer films the production of which has been made possible by the special appropriation from the Laura Spelman Rockefeller Memorial as told in "Campaign Notes" for May, 1921.

This is the first time that the cancer problem has been dramatized, and while the story is purely educational, there is enough human interest material included to hold the attention of, as well as to instruct, those who see it. The producers have succeeded in bringing out prominently the salient facts concerning cancer control, without depicting any of its more distressing aspects. There is absolutely nothing repulsive or objectionable in the picture, which unfolds in the course of the story the hopeful message of cancer control by consulting authoritative medical sources immediately when suspicion of cancer is aroused; and corrects many false impressions by declaring that the disease is neither contagious nor hereditary and exposes the dangers of unscientific "quack" treatment. The film is designed especially for use with public audiences and since its release, twenty-two copies have been distributed in different parts of the country. The reports received are all commendatory. It has been shown before groups of nurses and physicians, women's clubs, and other organized groups, in regular motion picture houses, and in the New England States it is being distributed by the Red Cross to which a copy was made available by Dr. Robert B. Greenough, our Regional Director for the New England district.

The film is in two reels and sells at cost price—\$85.00 f. o. b. New York. The Society has three copies for loan purposes and a nominal renting schedule is being worked out. A more detailed synopsis of the story may be had upon request.

CANCER WEEK REPORTS CONTINUED
Virginia.

Even though Dr. Robert C. Bryan, of Richmond, undertook to organize this State only a few weeks before the "Cancer Week" started, an enormous amount of enthusiasm and activity was developed and the foundation laid for a continuous campaign reaching into every part of Virginia. Dr. Bryan followed the suggestion of his Regional Director, Dr. Joseph C. Bloodgood and appointed a Central State Committee, made up of a Chairman in each of the ten Congressional Districts of the State and sub-chairmen to deal with twenty-five carefully considered divisions of the program. In this way all phases of the Committee's activities were cared for, each individual being made responsible for his part of the work. One wrote editorials which the Publicity Chairman got into the newspapers; lectures and clinics were arranged for by other persons appointed for that purpose; while practically all of the organized groups mentioned in the program of activities sent out from Headquarters were cared for in the same specialized manner. Circular letters were sent to medical societies, churches, clubs, labor unions, insurance companies, etc. while the moving picture houses were also looked after. This was a most logical division of labor and not only simplified the work for each sub-chairman but insured that every useful agency in the district would be covered by lectures,

literature, circular letters, or other educational material. Dr. Bryan concludes his excellent seven page typewritten report by saying "Whereas there are no statistics given of the number of lectures, number of people reached by the movies or through the churches, I believe you can judge from this just how far-reaching we endeavored to make our campaign in this State. * * * We have reached many people who would never have been reached except by a campaign of this sort making them realize the danger of neglecting to secure early medical advice for their bodily ills. * * * The various sub-committees are to be congratulated on what has been accomplished."

It is felt that Virginia stands as an excellent example of what can be done by careful organization and by an energetic and enthusiastic committee.

Wisconsin.

The October number of "Campaign Notes" carried the plans of organization for the Wisconsin work, all of which is under the Chairmanship of Dr. John L. Yates. The State Medical Society with its Council and Cancer Committee and the University of Wisconsin Extension Division are arranging to conduct courses on the early diagnosis of cancer before the joint meetings of the several County Medical, Dental and Nurses' Societies.

The general publicity and educational campaign for the laity for "National Cancer Week" was taken over by the State Department of Health whose Executive Officer, Dr. C. A. Harper delegated Dr. J. J. Thompson to conduct the campaign. The results accomplished were most satisfactory. Lectures were held in 43 towns and cities of 5,000 population or over, beside the work done in Milwaukee under the Health Officer Dr. George C. Ruhland. Dr. Ruhland's report shows ten lectures before a total of 2,500 persons aside from a meeting every evening during "Cancer Week" in the Milwaukee Public Museum Lecture Hall. Dr. Thompson states that in one town audiences totalling nearly 7,000 people were addressed and the meetings throughout the State were evidently well attended, one numbering 2,000.

Some of the outstanding results of this campaign were as follows:—

1. Cancer talks in nearly 200 lodges in cities of less than 5,000 population. These

were delivered by the lodge physician or a member. Two old line insurance companies agreed to print and send "Vital Facts About Cancer" to their membership with yearly assessment notices while the Northwestern Mutual Life Insurance Company printed it at the time and sent it out to 400,000 policy holders.

A special article was prepared for and printed by the three large fraternal orders in the State—The United Foresters, the Equitable Fraternal Union and the Beavers.

Six special news articles were prepared and sent out at weekly intervals prior to and during the campaign to 500 newspapers; in some instances the articles were used by all of them.

Eight hundred form letters were sent to labor unions throughout the State which resulted in the distribution of 16,500 pieces of literature.

The articles in newspapers, farm and fraternal papers brought in requests for literature from approximately 1,000 persons from practically every State in the Union. Altogether over 130,000 pieces were distributed during the campaign in Wisconsin.

The State Board of Health devoted its September Quarterly bulletin to Cancer and included in it was a graph showing the gradual increase from cancer mortality in Wisconsin.

Dr. Thompson says that he believes the greatest number of people can be effectively reached with the cancer control message through newspaper publicity, bulletins and circulars of fraternal and old line insurance companies and through fraternal organizations using their own local physicians as spokesmen.

Illinois.

In this State Dr. Carl Davis, our State Chairman finally despaired of securing full cooperation from the county medical societies of the State after writing two letters to ninety-eight Societies and receiving promises to hold meetings from but twelve. He then demonstrated in the city of Chicago that great numbers of people can be reached in a very effective way without holding a large number of lectures. His method was to enlist the interest of the health departments of the large corporations in the City. By using the bulletin boards of the various departments of the Chicago Telephone Company, Western Union

Telegraph Company, Peoples Gas, Light and Coke Company, Sears Roebuck, Marshall Field and other large department stores, many thousands of people received the message. Several of these companies had Dr. Keen's article, "A Message of Hope" read to their employees, while the Western Electric Company, aside from placing it on the bulletin board of each of its departments, published it in the December number of its monthly journal which goes into the hands of its twenty-five to thirty thousand employees.

Through the good offices of Father Hoban, Chancellor of the Archdiocese of Chicago, Dr. Keen's article was published in the "New World" the official Catholic organ for that district. As portions of the letter were also inserted in the Parish calendars of the Diocese, several hundred thousand persons were reached in this manner. Altogether Dr. Davis estimates that upward of 1,000,000 people were reached in these various ways.

More varied methods were employed by the Will County Medical Society in Joliet where large colored posters were displayed; ninety-five per cent. of the churches were addressed on the subject by medical men or received the information from prepared statements read by the ministers; and practically all of the organized clubs, including the Association of Commerce received short talks. The following simple but attractive lantern slide was prepared for the moving picture houses where it was seen by over 30,000 persons:

BEWARE OF THE THIEF	
THAT STEALS IN THE NIGHT!	
May Come without Sign or Pain	CANCER
	Can Be Cured if Taken in Time
THE WILL COUNTY MEDICAL SOCIETY, - - JOLIET, ILL.	

It would appear from this report that while considerable activity of a worth while nature was developed in Chicago and certain other cities of the State, much remains to be done and many other avenues of approach might well be utilized. The Will County Medical Society's excellent campaign proves full well that the local county societies down state can

produce commendable results and it is hoped that the other eighty will, in the course of the next few months, select active committees and dispense to the people in their districts the knowledge which they have a right to expect from the organized profession.

Kansas.

In the October number of the Bulletin it was explained how Dr. S. J. Crumbine had stimulated the county medical societies of the State to undertake the carrying out of the National Cancer Week activities. Since then the illness of Dr. J. F. Binnie has necessitated a change in the organization of that State, and Dr. Crumbine has been appointed by Dr. Powers as the State Chairman. A report received from Dr. Crumbine following the campaign, states that fifteen county medical societies put on the program, while those cities in which the medical societies refused or neglected to do so were cared for by the full time health officer and his colleagues. All the meetings were for the public; approximately 40,000 pieces of literature were distributed. Good cooperation from the press was received and Dr. Crumbine states—"Altogether I believe it to be one of the most successful programs that was ever put on in this State." We have no hesitancy in remarking that Kansas, under the energetic leadership of Dr. Crumbine, will bear watching.

One of the Letters Prepared by Dr. J. Shelton Horsley, Chairman of the Publicity Committee, for Virginia Newspapers.

Cancer is one of the unsolved problems of medicine. The most diligent and unflagging study of the keenest investigators has been thus far baffled in discovering its cause.

Nobody in the world knows why a particular individual contracts cancer and another one does not. Yet enough is known about it in the way of treatment and cure to make the difference between life and death for thousands of individuals if this knowledge is widely spread.

It is to spread this knowledge that the American Society for the Control of Cancer will conduct its educational campaign. Its purpose is to reach all the men and women of the nation, through the newspapers, through

churches, through clinics and every other means of publicity, with the facts they need to know.

This is the essential message:

In the first place, it is believed that cancer is probably not hereditary, and certainly not contagious. The fact that some member of one family has had it does not seem to make the chance noticeably greater that another will have it, nor, on the other hand, does the fact that the family history is free from it make any individual surely immune.

In the second place, the most effective cure known for cancer is surgery. Radium is helpful in some cases, but the quack remedies sometimes advertised are a deadly danger to the ignorant and gullible. The prompt removal of a cancerous growth is usually the one remedy that can be trusted.

In the third place, cancer is far more often cured than is usually believed. Many persons go to the hospitals, to be operated on for cancer, who, because of their dread of the disease, do not let it be known, even among their friends, what the trouble is. They are operated on and cured, and the public generally never knows that this was a case of cancer. On the other hand, those cases which turn out to be fatal, by the long and lingering character of the illnesses, advertise themselves so that people in general have the impression that cancer practically always means inevitable doom. As a matter of fact, many of the most experienced surgeons believe that 50 per cent. of cases of cancer, which now come to the physician are cured, and are certain that this percentage could be made very much greater if all cases could be treated early.

In the fourth place, the vital necessity is early diagnosis. If a surgeon is able to operate soon enough cancer can almost always be cured. Therefore, the campaign of education

to be undertaken by the American Society for the Control of Cancer is meant to secure this chance for early diagnosis.

The one great message and objective is that through these weeks of publicity, culminating with the first week in November, when free clinics will be established all over Virginia and the other states, all persons who have any suspicious growth or unusual internal symptom should be able to find out the truth about themselves.

On the other hand, the great desire of the American Society in this campaign, is to avoid foolish alarm and the kind of ignorance that plays into the hands of unscrupulous medical quacks. A short while ago, a young man came in from the country to see a surgeon because he suspected he had a cancerous growth. On the train, someone told him of a cancer hospital which advertised a cure by a secret process. He went to the hospital. The man in charge looked at him, as the country boy said, through a telescope, declared he had cancer and that he could be cured for \$200. The boy did not have the \$200 so he went to the surgeon whom he had first intended to consult and asked him to lend him the \$200, so that he could go to the cancer hospital. The surgeon looked at him found that he had nothing but an ordinary wart, took a pair of surgical scissors, cut it off, dressed the place, and told the boy to go home and forget it.

Between two mistakes, therefore, the lack of careful attention and awareness which may let dangerous conditions develop until it is too late, and on the other hand, the credulity which plays into the hands of charlatans, the campaign for education is trying to steer. Its goal is to get all persons who have any possible likelihood of cancer to consult their family physician or a reputable surgeon, so that they may be reassured if nothing is wrong, and treated successfully if there is danger.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS. 370 SEVENTH AVENUE. NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. IV

MARCH, 1922

No. 3

ANNUAL REPORT OF THE SOCIETY—1921.

This number of Campaign Notes is in the form of a summary of the important action taken at the Annual Meeting of the Society and Board of Directors and contains a report from the President, the Board of Directors and Executive Committee, with reference to the activities of the past year. Taken together with some of the more detailed numbers which have recently been sent to you, it should be useful in acquainting your friends with the activities now being undertaken for the control of cancer. Additional copies may be had for distribution if desired.

OFFICERS AND DIRECTORS
ELECTED

The following officers of the Society were elected for the year 1922: Dr. Charles A. Powers, President; Dr. George E. Armstrong, Dr. Clement Cleveland, Dr. Livingston Farrand, Dr. Rudolph Matas, Vice-Presidents; Thomas M. Debevoise, Secretary; Dr. Calvert Brewster, Treasurer, U. S. Mortgage & Trust Co.; Sir Arthur Newsholme, Honorary Vice-President.

All these officers held office during the previous year, with the exception of Mr. Calvert Brewster, who replaced Mr. Howard Bayne as Treasurer, Mr. Bayne having resigned because of pressure of other duties.

Dr. Charles N. Dowd, Dr. John C. A. Gerster, Mr. Calvert Brewster and Mrs. Samuel Adams Clark, all of New York City, were added to the Board of Directors.

THE BUDGET FOR 1922

While the budget for 1921 called for \$15,000, the Society actually raised and spent approximately \$28,000, the increase being largely due to the demands consequent upon the National Cancer Week. The increased demand for information and the desirability of assisting the field organization by creating a Field Department so impressed the representatives of the Society that a budget of \$60,000 for the year 1922 was voted.

The Lasker Memorial

One of the most encouraging financial matters reported upon at the Annual Meeting and one

which lead the Directors to believe that the Society was becoming more widely known and its value more fully recognized, was the gift of \$50,000 by the family of Mrs. M. Lasker, of New York City to the memory of her son, Mr. Harry M. Lasker, who died of cancer in March, 1921. The income from this Fund, which is the first endowment the Society has received, will be applied to the production and distribution of educational material.

The Commonwealth Grant

Another grant of money which influenced the Society to feel that it could double its budget for the coming year was the special appropriation made by the Commonwealth Fund of New York City, for the purpose of establishing a Field Department. This sum of \$26,750 will make it possible not only to employ a full time field organizer and equip his office with the necessary personnel at Headquarters, but will also provide for suitable newspaper publicity and the purchase and distribution of larger quantities of educational material than has heretofore been possible on the old restricted budget.

The Rockefeller Appropriation

The Laura Spelman Rockefeller Memorial granted to the Society early in the year, a special appropriation of \$8,000 for the production of two moving picture films and a sufficient number of prints so that each of the Society's Regional Directors might be provided with one for his district. The first of these films,—that

for the general public, has been made, while work upon the professional film is shortly to be undertaken.

These special endowments and grants from New York City, together with the regular receipts of the Society for the year will approximate \$45,000 and an attempt is to be made to extend not only the support of the Society, but its influence as well, by calling upon the various states to raise modest quotas which together will make up the other \$15,000 of the budget.

ANOTHER CANCER WEEK IN THE FALL

In a letter from the President of the Society attention was called to the fact that the last "Cancer Week" resulted in greatly assisting the state and district chairmen in perfecting their organizations. Also, many sections of the country were reached and developed active campaigns which could probably never have been so inspired to action except through a national movement of this kind. This special "week" resulted, not only in focusing the attention of the public upon the importance of cancer, as a universal menace, but the friendly rivalry engendered and the knowledge that all other parts of the country were exerting themselves in the same direction, was a sufficient incentive to inspire the members of state, district and local committees to their utmost. Realizing these facts fully, the Board of Directors, at Dr. Powers' suggestion, voted to conduct another "Cancer Week" this year in the hope of reaching those parts of the country not covered before and of gaining another "lap" in the general education of the public with relation to cancer and its control.

In this connection, it was suggested that the Society might this time reasonably look for considerably more cooperation than it had for its first campaign. Dr. Powers specially stressed the importance of enlisting the aid of certain eminent, authoritative physicians and surgeons not now active in the practice of their profession, to do such volunteer work as that rendered by Dr. W. W. Keen, of Philadelphia, and Dr. T. W. Huntington of San Francisco, in preparing publicity material and writing special articles.

It was also voted that the Executive Committee make a special effort to secure the fullest cooperation of all national, sectional and local medical journals, and that the editors of the Journal of the American Medical Association be specially exhorted to cooperate by carrying in its columns, suitable announcements, notices, news articles and editorials which might serve to enlist the interest and assistance of the great body of members of the Association and readers of this official and widely read Journal.

Cancer Clinics

A most interesting discussion took place at the Meeting with reference to the matter of how the demand for advice and treatment on the part of the general public might better be provided. It is found that many persons whose attention has been called to the fact that they have suspicious symptoms which would require expert advice and attention, have been at a loss as to just how to proceed to secure accurate diagnosis and competent treatment, even in the larger cities. In Columbus, Ohio, this need has recently been met by a special cancer clinic opened during "Cancer Week" where during the first month, eighty-six patients were examined, six of whom have had major operations for the disease, ten minor operations for precancerous and other conditions, thirty-two are receiving radium and X-ray treatment, while thirty-three received negative diagnoses and thus had their fears of cancer allayed. This clinic works in close harmony with hospitals and as cancer is essentially an institutional problem, it was felt that anything which will tend to get patients into hospitals where they may secure early and competent advice, diagnosis and treatment, was directly in line with the purpose for which the Cancer Society was organized. It was suggested that such clinics for the special attention of cancer patients might be established in connection with hospitals already existing, for regardless of the method of treatment employed in any individual case, it could best be carried out under hospital arrangements having all the required facilities at hand. It was therefore voted that the Executive Committee should encourage the state committees of the Society through state departments of health, hospital authorities, and other cooperative agencies, to establish special clinics in hospitals for cancer diagnosis and treatment.

CONSOLIDATED REPORT OF THE PRESIDENT AND EXECUTIVE COMMITTEE

Membership

At the close of the year 1920 the Society had 1,248 members and subscribers. On December 31, 1921, the number had been increased by 573 making a total of 1,821. Three hundred and fifteen of these members and twenty-four subscribers were secured by Mrs. Samuel Adams Clark from her own friends in New York City and vicinity. The returns from these amounted to \$2,090 of the \$3,607 which was the total year's receipts from this source. The balance of these members was secured by appealing to those who had subscribed to the Curie Fund and to about 2,000 names in the Social Register with Mrs. Mead's letter. The remaining 85 joined the Society either through personal solicitation of members or through interest aroused by National Cancer Week.

Three Outstanding Events

A.—*Propaganda Exhibit.* The Society added to its educational equipment during the year by the preparation of an eight panel descriptive propaganda exhibit. This exhibit shows in an attractive and artistic manner, the origin of the Society, its purposes, methods of work, the agencies with which it cooperates, the literature which it has prepared for distribution, and a diagrammatic scheme for the organization of cancer committees. It was first shown at the exhibit of the New York State Medical Society in Brooklyn and later was exhibited for the American Medical Association at Boston, for the Second International Congress of Eugenics at the Museum of Natural History, New York, for the American Public Health Association at its health exposition at the Grand Central Palace and the Public Health Federation of Cincinnati utilized it for the Public Health Exposition in that city in October. It tends to round out and supplement the colored exhibit which the Society made the year before.

B.—*Cancer Film.* "The Reward of Courage." This film was made during the summer and is the popular film for the public made possible by the Rockefeller appropriation. The studios of the Eastern Film Company which produced it, are in Providence and the Society enjoyed the fullest cooperation of Dr. Herman C. Pitts,

Chairman of our Rhode Island Committee in making the necessary arrangements for photographing certain parts of it. The industrial clinic, for instance, is that of the Jencks Spinning Company, of Pawtucket, whose plant was made available for this purpose at the special request of Dr. Pitts. The animated diagrams showing the method of growth and extension of cancer were prepared from material supplied by Dr. Wood, and Dr. Greenough assisted in the direction of a portion of the film as it was being photographed in Providence.

It was released just prior to Cancer Week and since then twenty-two copies have been made and are now being used throughout the country.

C.—*Cancer Week.* Many of the details concerning Cancer Week have already been published in preceding issues of the bulletin and no extended discussion will therefore be contained here. It will suffice to say that the campaign was remarkably successful and stands out as the most noteworthy achievement of the Society since its organization. Reports already received indicate that in a definite majority of the states, the accomplished work can be classed as "excellent" or "good." It was but natural that certain states and certain communities should do more than their neighbors and that some should have failed to accomplish all that might have been desired. However, the brief summary indicates that for a first attempt, a really remarkable piece of work, both from the point of view of organization and of propaganda, resulted.

It is conservative to state that fully 500,000 persons heard lectures on the subject. Several hundred thousand more received the message of cancer control by short talks in churches, lodges and theatres, while countless other thousands saw display posters in windows, on streets or in trolley cars or read lantern slide announcements on the screens of moving picture houses. Upwards of 5,000,000 pieces of literature were distributed and the enormous newspaper publicity as well as that carried in magazines and trade journals has been repeatedly commented upon as being most exceptional. We can safely say that no less than ten million people were reached during the "week" with some of the vital facts of cancer control.

It goes without saying that the Society should not be content with the work accomplished during Cancer Week, but that in every locality a

steady and effective running fire should be maintained. As Dr. Powers so well says, "Few of us realize the importance of continued bombardment in every possible and suitable way. We must remember that results will not be immediately apparent and we are not to be discouraged if statistics do not show an immediate decrease in cancer mortality. It is an undoubted fact that during and following Cancer Week, thousands of lives in this country and Canada were saved as a result of the educational campaign. This cannot of course be immediately apparent,—two to five years must certainly elapse before the result of this work is seen. I believe that it is quite within reason to expect that suitable educational work will diminish cancer mortality and suffering by one-third at the end of ten years. In this connection each state may well constitute itself an area in which intensive work is to be done."

Cancer Days

Dr. Wainwright of Scranton, Pa., continues to encourage those in his vicinity to carry out this other type of intensive community effort to educate both the profession and public with reference to cancer control. The "Cancer Day"

with its demonstrative, diagnostic clinics conducted by out of town men for the advantage of both patients and attending physicians and the mass meeting in the evening for the public as well as professional men and nurses has come to be looked upon as one of the most effective ways of launching a cancer campaign in any city. Such "days" have been held in Danville, Bethlehem and Harrisburg, during the past year and others are being arranged. Uniform plans, with standard history and record cards are now being worked out as a means of making these special days even more successful.

Articles Prepared for Publication

This statement does not of course include the enormous number of articles prepared by the Society's representatives for medical journals, bulletins of state departments of health, trade journals, church and fraternal organs and other periodicals during the Cancer Week. So far as we have been able to secure copies of these, they have been included in the folder exhibits of the various states. The following articles have been prepared either at the special request of the Society or by its Directors and the Executive Office..

<i>Name of Article</i>	<i>Author</i>	<i>Publication</i>
The Work of the American Society for the Control of Cancer	Charles A. Powers, M. D.	Medical Record, Feb. 1921
The Control of Cancer	Robert B. Greenough, M. D.	American Journal of Clinical Medicine, May, 1921
Radium vs. Surgery	Francis Carter Wood, M. D.	Survey, June 4, 1921
Cancer	Francis Carter Wood, M. D.	Health News, N. Y. State Dept. of Health, Aug. 1921
A Message of Hope	W. W. Keen, M. D.	Woman's Home Companion, Dec. 1921
Cancer Control To-day	Curtis E. Lakeman	Survey, Dec. 3, 1921
Medical Journals and the Campaign Against Cancer	F. J. Osborne,	Boston Medical and Surgical Journal, Feb. 1921
American Society for the Control of Cancer	F. J. Osborne,	Modern Medicine, April 1921
What Are You Going to Do About It?	F. J. Osborne,	The American Woman, May 1921

The progress made by the Society during the past year has been most encouraging and we have every reason to feel that the influence of the organization is constantly expanding. As the policy of the Society is limited to that of propaganda and educational efforts, it is impossible for it to interest itself directly in the diverse, allied fields of experimentation

and research, for the purpose of arriving at either the cause of cancer or the best method of treating it. Its purpose is to keep in constant contact with the progress being made by others and as rapidly as possible to assemble, publish and distribute those facts concerning cancer which medical and the associated sciences have accepted as proved.

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK CITY

A bulletin issued once a month for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers published herein.

Vol. IV

APRIL, 1922

No. 4

FURTHER REPORTS ON CANCER WEEK

Reports from the various States with reference to their "cancer week" activities continue to come in. The following table and discussions cover those not reported upon in previous issues:

State	No. Lectures	Attendance	Literature (No. Pieces)	News Articles	Theatres (Slides)	Film (Showings)	No. Clinics
Indiana	116	22,250	8,100	93	36	31	
Massachusetts	104	14,515	95,000	67	20 (Seen by 100,000)	2	15
Minnesota	123	26,575	21,175	103	23 (Seen by 300,000)		
New York (Metropolitan Dist.)	104	18,575	3,750,000	165	218 (Shown daily)		
Ohio	175	46,000	14,400	155			1 Permanent Cancer Clinic Opened
Oklahoma	108	22,350	5,100	46	5 (Shown 3 days to 5,000)		25
South Carolina	200	50,000	20,000	175	8 (Shown daily to 15,000)		6
Tennessee	497	96,835	6,300	30	150		

Indiana

Dr. Miles F. Porter, of Ft. Wayne, Chairman for Indiana, had appointed 25 County and Local Chairmen and was therefore in an excellent position to inaugurate a campaign throughout that State.

Three copies of the cancer film "The Reward of Courage" were purchased by local chairmen, one of them, Dr. G. G. Eckhardt, of Marion, succeeding in getting it shown there every afternoon and evening. The "four minute" type of lecture was developed to a considerable degree in this state, before church, theatre and lodge audiences. Dr. Howard O. Shafer, Chairman for Rochester, wrote and had printed a five and a half page news article based on the Society's literature, which was published in the six weekly papers and two dailies circulated in this county. Letters received

from Dr. Porter's local chairmen indicate that the profession cooperated fully and that the public became most interested in the campaign. Dr. Keen's article was widely distributed and read.

Massachusetts

The campaign in this state, under Dr. Robert B. Greenough, of Boston, was well organized and conducted. Aside from a special circular letter to local boards of health, another to industrial nurses and another to dentists, a specially printed circular entitled "Cancer Week" was distributed to the Federation of Churches, many Ministers and to other organized groups. (See last page). It was well conceived to serve the purpose of a brief reading announcement of the "Cancer Week" and of the few vital facts which it was desired to present to the public. It is a good example of a short and to-the-point reading notice and might well be used as the basis for such letters in the future.

A cancer exhibit was conducted at the Harvard Medical School for two weeks and the Society's handbook for physicians distributed to the students. An excellent poster entitled "Danger Signals of Cancer" was prepared and displayed in prominent places, while the State Department of Health devoted to Cancer its September-October issue of *The Commonwealth*. It also printed and distributed many thousands of the smaller cancer circular, and the John Hancock Mutual entered the campaign whole-heartedly by distributing the cancer circular to its policyholders.

Minnesota

This was one of the states which was organized within the year under the Chairmanship of Dr. Verne C. Hunt, of the Mayo Clinic. For a first campaign much activity was developed, the work being divided among the State Medical Association, the State Board of Health, the State Public Health Association and the University of Minnesota. Dr. Hunt mentions specially the favorable reaction from the Press and the large number of ministers who cooperated by reading Dr. Keen's article. The cooperation of the State Health Department was most cordial. The official Department publication, *The Minnesota Health Bulletin*, not only carried a notice of "Cancer Week" but several short articles bearing upon certain important aspects of the problem. The joint meeting of the State Board of Health's Sanitary Conference and the Minnesota Public Health Association was utilized during the "week" when Dr. A. C. Strachauer, a member of the Minneapolis Committee, delivered an address entitled "Cancer, The Chief Cause of Death in Minnesota."

Dr. Strachauer's characterization of the cancer cell is worth repeating. He says "Cancer cells are but altered normal cells, normal cells 'gone crazy,' normal cells which have lost their ability to live a community existence, normal cells which have become lawless,—bolshevistic. * * * * *

The condition is comparable to the growth of the dandelion on a beautiful lawn; its immediate removal before the seeds are blown, is effective."

New York (Metropolitan District)

The Metropolitan District, under the Chairmanship of Dr. John C. A. Gerster embraces Greater New York, Long Island and Westchester County. Dr. Gerster, with the assistance of Dr. Herbert Bergamini, took charge of the lecture work in New York City and personally secured the active cooperation of the Catholic Church, the Hebrew Educational Alliance, Central Trades and Labor Council, Merchants Association of New York, the Police Department and many other useful organizations and groups. Mrs. Samuel Adams Clark, Extension Chairman,

rendered most signal service in the distribution of about three and three-quarter million circulars and some two thousand posters. The Borough of Brooklyn was taken over, at Dr. Gerster's invitation, by Dr. John E. Jennings, as Chairman, and Dr. W. K. Pudney as Vice-Chairman. The Speakers' Bureau of the American Red Cross arranged many of the lectures, its service being particularly effective in Brooklyn where a special effort was made to arrange cancer lectures in the churches. In view of the fact that the American Public Health Association was desirous of securing church audiences on the following Sunday in connection with its Semi-Centennial Conference in New York City, the churches in Manhattan were merely requested to allow literature to be distributed, though several cancer talks were delivered on special request.

The outlying districts of Long Island and Westchester County were delayed in organizing though many of the individual towns conducted some kind of a campaign. Special mention should be made of New Rochelle in this connection where cancer lectures were given before twenty-one organizations.

Aside from the cancer articles carried in the New York City Weekly Health Bulletin, the Bulletin of the Merchants Association, the wonderful newspaper publicity in the metropolitan papers secured by Mr. Van Ness Harwood, the Publicity Director employed for the campaign, and the resolution of endorsement carried in the weekly news letter of the Central Trades and Labor Council which reaches 350,000 affiliated members, the two outstanding features of the Metropolitan campaign were the excellent letter sent out by Archbishop Hayes to all the Priests in the Diocese (*see copy on back page*), and the enormous distribution of literature through the efforts of Mrs. Clark and those in charge of the cancer booths in railway stations, department stores and lobby of the Metropolitan Tower.

A simple recital of the agencies through which this literature was distributed will suffice to show the extent of this effort. One million of these circulars was sent to Brooklyn and distributed by a Flying Corps of motorists to the public schools, motion picture houses, drug stores, churches and other prominent places. In addition to this, the following institutions and organizations cooperated by distributing leaflets either by hand or by wrapping them into packaged goods—public schools, churches (Catholic, Protestant and Hebrew), the Gas Company, hospitals, Salvation Army, news companies, Butler's Grocery stores, Liggett's Drug Stores, the Henry Street Settlement, Day Nurseries, Maternity Centres, Department Stores, Police Department and the special cancer booths. For the foreign born, the

little circular was translated and printed in 22 languages. It is probable that few, if any, special campaigns were ever as thoroughly conducted from the point of view of the printed page as was the "Cancer Week" in New York City.

While lectures were reduced to a minimum, both on account of the fact that a special campaign of public lectures had been conducted the previous spring in cooperation with the Board of Education and the City Department of Health, and that another series was scheduled for the following Spring, and to avoid undue stressing of public health lectures in the churches, still many valuable lectures were given. The Labor Unions were reached in this way for the first time and the public meeting at the Academy of Medicine was greeted by a full house of attentive listeners.

Ohio

Dr. Andre Crotti of Columbus, Chairman for Ohio, states that no accurate record of attendance was kept but that the audiences at one hundred and seventy-five meetings ranged from twenty individuals to thousands.

The State was divided into sixteen districts with the County Health Commissioner as chairman for each district. Lectures and news articles were the chief means of carrying the message to the people, while in the rural districts the church was extensively used. Excellent articles were carried by the Ohio State Medical Journal, each issue devoting some space to the cancer control problem.

As reported in the March Bulletin, the Columbus Cancer Clinic was opened during Cancer Week. This clinic is open two afternoons a week for the examination and treatment of patients not able to pay, and the attendance at each day's clinic is from five to twenty-five. Dr. Crotti reports that the leading surgeons and internists of the city are giving their time and support to this clinic.

Oklahoma

The campaign in this state was under the direction of Dr. Everett S. Lain of Oklahoma City. Oklahoma has the distinction of holding more individual clinics than any other state except Michigan. The slides used in the moving picture houses were of cases of early and recognized cancer as well as cases of advanced cancer which had been ignorantly neglected.

The letter accompanying Dr. Lain's report was most encouraging, for after stating that the physicians in his district have already recognized that the propaganda has resulted in many early consultations, and that as a result, they believe that not a few lives have been saved since the campaign, he states that they are continuing to "carry on." "Since that date," he writes, "there have been meetings held in various parts of the

state, an average of two or three per week." Dr. Lain, himself, has personally conducted several well attended meetings for both physicians and the public. It is earnestly hoped that all other state chairmen will also continue to keep their district and local chairmen active throughout the year. No state should be satisfied to let a month go by without having conducted at least one rousing meeting in some section.

South Carolina

Dr. R. S. Cathcart of Charleston, Chairman of the South Carolina Committee, got rather a late start, but succeeded in appointing an active chairman for each of forty-two counties who in turn, in most cases, organized their counties by local chairmen and committees. Dr. Cathcart's account of their campaign indicates how energetically it was carried out, many of the counties being covered by the committees in automobiles holding meetings in churches or schoolhouses and distributing literature. A fine exhibit was secured from the Medical College of the State of South Carolina which was shown in Columbia during the State Fair week and then brought to Charleston where it was placed in the museum. Each afternoon a lecture on cancer was delivered by some physician, the exhibit itself being in charge of the pathologist from the Medical College. In Charleston "four minute talks" were given in the moving picture houses twice a day on one day by leading physicians and surgeons.

Tennessee

The campaign in this State was under the chairmanship of Dr. W. D. Haggard of Nashville and the reports which have come in indicate that a whirlwind campaign was carried out and that the state health officer, Dr. Olin West, took an active part both in lecturing and in giving the campaign wide publicity. The number of lectures given as well as persons reached were larger than for any other state and the news clippings indicate that the committee was put to it to supply speakers for the large number of requests from various organizations which included not only practically all of the high schools and colleges in the state but a grand array of fraternal orders, labor organizations, department stores and clubs of all descriptions.

The interest shown is well set forth in the Nashville *Tennessean* under date of November 4, which says, "The great interest and many inquiries that have been made during 'Cancer Week' is evidence of the importance and timeliness of the campaign and has made those who have been instrumental in bringing this before the public wonder why it had not been done long ago in the thorough-going manner in which it is now being brought forward." This is reason enough, if any were necessary, why the Society has planned to follow this up with another campaign this year.

Letter Prepared for Federation of Churches, Ministers and General Circulation in Massachusetts.
CANCER WEEK

The week beginning October 30, 1921, has been set apart as "Cancer Week." In practically every State in the Union, in all the larger cities and in many of the smaller communities, an effort is to be made to give the public a greater and more accurate knowledge of the important facts about this dreaded disease.

This movement originated in a body of men who were sent as delegates from all over the country to represent the great national medical societies and to formulate some plan by which to control this disease. These men organized the American Society for the Control of Cancer, and it is this Society which is responsible for "Cancer Week."

The public must know that cancer now causes the death of about one out of ten of all persons over forty years of age; that cancer is not contagious or communicable from one person to another; that cancer is rarely or never inherited and that cancer can be cured and stay cured if only it can be recognized and treated by modern measures in its early and favorable stages. It is the delay in obtaining treatment that is fatal; not the nature of the disease itself. Cancer begins as a local growth and only as it later spreads to other parts of the body does it progress from the curable to the incurable stage. During the early local stage, cancer seldom or never causes pain, and it is largely on this account that the patient is willing to neglect the warning symptoms and allow the disease to progress to an incurable extent.

Many people are now cured of cancer every year, but these numbers can easily be doubled or trebled when the patient and his physician also realize that delay is fatal, and that early cancer can be cured.

Letter from Archbishop Hayes to all Priests in the New York Diocese.

Read in Churches Sunday, Oct. 30, 1921.

"Reverend and dear Father:—

The month of November promises to make many claims, temporal as well as spiritual, on our attention. It would be really impracticable for me to comply with innumerable requests now pouring in for a pulpit word in behalf of many praiseworthy undertakings of common benefit to all.

There is one, however, I consider of such importance that I shall ask the reverend pastors to take particular notice of, since it concerns the vital matter of public and personal health.

A nation-wide movement is under way to help arrest the fell disease of cancer. Several prominent physicians have appealed to me to urge our Catholic people to take advantage of the literature that will be placed at our church doors next Sunday with regard to the Control of Cancer.

It appears that this terrible scourge is a menace to all and is on the increase, whereas simple knowledge and timely precaution will save lives without number from this deadly affliction of the human family.

Remember Christ's mission was one of healing both of soul and body. His compassion for suffering humanity stands out clearly in Holy Writ. His miracles generally were wrought to cure disease and relieve pain.. In imitation of Him the church, by prayer, sacrament and teaching, urges man to develop a healthy body, a clean mind and a spotless soul.

Cancer Week will be held from October 30 to November 5. Public lectures will be given throughout the city.

The following week, November 8-19, the health institute conducted by the American Public Health Association will convene with a health exposition in which our City Department of Health is deeply interested. The idea is to bear to the people of New York a message of health for the prevention of disease, and the better understanding of personal hygiene and general sanitation.

I trust our people will avail themselves of the opportunities provided, not only for their own physical betterment, but for the common Social Welfare of our beloved city.

Praying that this letter, written under the patronage of St. Raphael, the medicine of God, may prove of some service in bestirring many to increased helpfulness and carefulness in the interests of health, I am, with a blessing,

(Signed) **PATRICK J. HAYES,**
Archbishop of New York."

CAMPAIGN NOTES

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK CITY

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VOL. IV

MAY, 1922

No. 5

NEXT NATIONAL CANCER WEEK, November 12 to 18

The Executive Committee has fixed the date for the next National Cancer Week. It will be conducted during the week of November 12 by the Society's state and local committees in cooperation with all those official and volunteer agencies which gave such notable assistance last year. Evidence is constantly being received to prove that no one effort ever put forth by the Society has resulted in extending its influence and bringing its message to the public as did the intensive campaign last Fall. It is therefore felt that a renewed attack this year is in every way desirable for both educational and propaganda purposes. In no other way can the final and effective organization throughout the country be so well accomplished.

The Society now has six hundred and fifty-five cancer committees. This number should be at least doubled before November and it is hoped that the state and local chairmen will make a special effort to complete their organizations so that all parts of their territories may be covered.

The Executive Office is now placing orders for literature with its printers and committees are urged to make known their wants so far as possible during the summer months. Some delay was experienced last year because of the fact that belated orders for literature were received just prior to the campaign totalling such large quantities that the printers were unable to make prompt delivery in all cases. To avoid such disappointments this year it is suggested that all orders for literature be placed before October 1 and preferably by September 1.

No opportunity should be lost to secure the cordial cooperation and full indorsement of state, district and county medical societies, state and local health departments, state and local volunteer health agencies, women's clubs, fraternal orders and lodges, civic organizations, such as Rotary, Kiwanis and other similar clubs, and also chambers of commerce, merchants associations, and other organized groups of employers as well as labor unions and employees.

Many organizations of this character did yeoman service last year and letters received from many of them since show plainly that they are willing to repeat. Nobody can well refuse to help in this life-saving movement.

THIS CAMPAIGN MUST BE EVEN MORE SUCCESSFUL THAN 1921

WASHINGTON CONFERENCE

On the evening of April 30, 1922, there was held at the Metropolitan Club, in Washington, one of the most important and significant meetings of the Directors, State Chairmen, and others interested in the work of the American Society for the Control of Cancer that has been arranged for consideration of the Society's work in recent years. This meeting was held just prior to the opening sessions of the Congress of American Physicians and Surgeons and comprised the most widely representative group of those active in this field that have come together since the war.

The following persons were present:

Dr. Charles A. Powers, President of the Society.

Mr. Barry C. Smith, General Director, Commonwealth Fund, New York.

Dr. Donald C. Balfour, of the Mayo Clinic, Rochester, Minn. (Director of Society).

Dr. Joseph C. Bloodgood, Professor of Clinical Surgery, Johns Hopkins Medical School, Baltimore. (Regional Director and State Chairman of Society).

Dr. LeRoy Broun, Surgeon, Woman's Hospital, New York. (Director of Society).

Dr. Henry C. Coe, Surgeon, New York. (Director of Society).

Dr. D. Bryson Delavan, Laryngologist, New York. (Director of Society).

Dr. Charles L. Gibson, Surgeon, New York Hospital, New York. (Director of Society.)

Dr. Robert B. Greenough, Director, Harvard Cancer Commission, Boston. (Regional Director and State Chairman.)

Dr. Frederick L. Hoffman, Statistician and Third Vice-President, Prudential Insurance Co. of America, Newark. (Director of Society and Chairman of its Statistical Committee.)

Dr. Frank LeMoyne Hupp, Surgeon, Wheeling, W. Va. (State Chairman.)

Dr. Harry Hyland Kerr, Surgeon, Washington, D. C. (Chairman, District of Columbia Committee.)

Dr. Howard Lilienthal, Surgeon, Mount Sinai Hospital, New York. (Director of Society.)

Dr. Franklin H. Martin, Secretary-General, American College of Surgeons, Chicago. (Director of Society).

Dr. William J. Mayo, Mayo Clinic, Rochester, Minn. (Director of Society.)

Dr. Rudolph Matas, Professor of Clinical Surgery, Tulane Medical School, New Orleans. (Vice-President of the Society.)

Dr. J. F. Mitchell, Surgeon, Washington, D. C. (Honorary Chairman, District of Columbia Committee)

Dr. S. J. Mixter, Retired Surgeon, Boston.

Dr. Reuben Peterson, Professor of Obstetrics and Diseases of Women, University of Michigan, Ann Arbor. (State Chairman.)

Dr. Eugene H. Pool, Surgeon, New York Hospital, New York. (Director of Society).

Dr. Alexander Primrose, Surgeon and Professor of Clinical Surgery, Toronto, Canada. (Provincial Chairman).

Dr. John M. Swan, Internist, Rochester, N. Y. (Chairman New York up-state Committee).

Mr. Thomas Bell Sweeney, Washington, D. C. (Member, Local Committee District of Columbia.)

Dr. Frederick J. Taussig, Director of Cancer Research, Barnard Free Skin and Cancer Hospital, St. Louis. (Regional Director and State Chairman.)

Dr. Howard C. Taylor, Professor of Clinical Gynecology, College of Physicians and Surgeons, and Gynecologist at Roosevelt Hospital, New York. (Chairman Executive Committee.)

Dr. Frederick T. van Beuren, Associate Dean, College of Physicians and Surgeons, New York. (Director of Society.)

Dr. J. M. Wainwright, Chairman Cancer Commission, State Medical Society of Pennsylvania, Scranton. (Director of Society.)

Dr. Francis Carter Wood, Director of Cancer Research, Columbia University, and Professor of Pathology, College of Physicians and Surgeons, New York. (Director of Society and Chairman of its Publication Committee.)

Mr. Frank J. Osborne, Executive Secretary of Society, New York.

Before the discussion of the Society's activities was taken up, Mr. Barry C. Smith, at the request of Dr. Powers, stated that the Commonwealth Fund, of which he is the General Director, had looked carefully into the work of the Society and had voted a grant of \$26,750 for one year for the purpose of extending the field work of the organization. He hoped that the results of the work would be so evidently successful that those directing the Fund might feel like making further development possible. He felt that there was real need for a wider organization of the propaganda for the wide distribution of the knowledge of cancer, and that his Board all looked forward with the hope that the efforts of the Society would be effective and that a real advance in the control of cancer would be made.

Many of those assembled then made brief remarks with reference to some phase of the cancer control problem and the work of the Society.

Dr. William J. Mayo, who has been a Director of the Society for years mentioned the unqualified success of "National Cancer Week" and stated that there appeared to be no question but that the Society had succeeded in enlisting the cooperation of the laity, though he wondered whether physicians, as a whole, were sufficiently awakened to the vitality and importance of the problem. He stated that there was reason to believe that only by a full realization of the responsibility of the physician in making the earliest possible diagnosis and applying recognized treatment, could this disease be controlled and that in late years cases were certainly coming earlier, and many more were being cured than formerly.

Dr. S. J. Mixter, of Boston, brought out the fact that there was a grave danger in the misuse of radium and X-ray treatment of cancer. While these physical agents were indeed blessings when rightly applied by those competent to administer them, much damage was being done by those who "pretended" to treat the disease by radiation.

Dr. Rudolph Matas, of Tulane University, New Orleans, a Vice-President of the Society, made an inspiring appeal for medical men to become more interested and active in what he called the "Crusade Against Cancer." He said that he was concentrating his effort at present on an attempt to present the Society's message to the junior and senior medical students in his classes in the hope that they would leave the medical school fully competent to distinguish between conscientious treatment and quackery of all kinds, feeling that in this way they would not only be better practitioners of medicine but far better representatives of their community wherever they might dwell.

Dr. Howard C. Taylor, of New York, Chairman of the Executive Committee, mentioned, as did several others present, the matter of "cancer-phobia." This condition is occasionally met with, he said, though the fear of needlessly alarming the public is not a serious obstacle, and soon disappears in any community where the campaign is carried on in a tactful and hopeful manner. He mentioned "Cancer Days" which have been so well developed by Dr. Wainwright in Pennsylvania, as one of the most valuable methods of educating the general practitioner and said that as the work progresses and the public becomes better acquainted with the symptoms

and approved methods of treatment, the day will come when cancer patients will demand a more uniform, scientific treatment for the disease just as do those now afflicted with appendicitis.

Dr. Robert B. Greenough, of Boston, Regional Director for the New England states, and Chairman for Massachusetts, emphasized the fact that cancer is, and always will be, as far as can be seen, essentially a surgical problem, and that the administration of X-ray and radium are of the greatest possible value to the surgeon. The method of treatment, therefore, can best be directed by the surgeon, even though the radiologist must be called upon to apply radium and X-ray in certain cases. We should, therefore, impress upon the public the fact that cancer is a surgical problem and that patients suffering from it should consult surgeons for all tumors, just as they consult brokers or bankers for advice with reference to finances.

Dr. Joseph C. Bloodgood, of Johns Hopkins Medical School, and in charge of the Society's work in Maryland, Virginia and Delaware, reiterated what he has so often said in the past—that there is no cure for late cancer, either by surgery, X-ray or radium. Malignant disease, however, can be successfully cured in the early stages, but that early cases can only be brought under treatment by continued publicity designed to bring to the attention of the public the early symptoms of the disease, and the necessity for immediate attention. In citing the value of publicity Dr. Bloodgood stated that until recently his statistics showed 23% of early operable cases of cancer of the tongue, but that those coming under treatment since the educational "Cancer Week" had shown 45% early case.

Dr. Reuben Peterson, State Chairman for Michigan, told of some of the interesting work developed in that state during "National Cancer Week," and emphasized particularly the value of cooperation with the Publicity Divisions of State Health Departments. All of the news releases for Michigan were sent out in this way with remarkable success. Dr. Peterson also secured cordial participation in his campaign by the Motion Picture Theatre Owners Association of Michigan, and was much impressed with this avenue of approach to large numbers of people who would otherwise not receive the message. Lantern slides were shown, and four-minute

talks delivered in most of the cities in that state.

Dr. Francis Carter Wood, one of the active Directors of the Society, emphasized the fact that the Society's work must now be made truly national in scope and felt that the "National Cancer Week" went far to bring this about. He also stressed the importance of consistent educational publicity through the press as well as of careful statistical studies and hospital records.

Dr. Frederick L. Hoffman, Chairman of the Society's Committee on Statistics, deplored the fact that we had nothing accurate in the way of statistics except mortality figures. He said that we were sadly in need of statistics compiled through large institutes which would indicate the period of delay on the part of the patient in seeking a diagnosis for suspected cancerous conditions and delay on the part of the surgeon in actually instituting radical treatment. Careful year by year studies to determine whether the educational campaign was actually resulting in diminishing these delay periods was highly desirable. He also brought out the pertinent fact that even with the large number of cases of cancer which are now being cured by scientific methods of treatment, there was still a constant upward trend in the mortality curve which indicated an increase in cancer liability.

Dr. Jonathan Wainwright, Chairman of the Cancer Commission of the Pennsylvania State Medical Society told of the study made some years ago in that state which demonstrated a period of delay of about twelve months between the discovery of symptoms and the application of methods for treatment, and said that they were now following up this earlier work by a similar study of cases which had appeared for treatment since, in order to find out what, if anything, had been accomplished by the educational campaign.

Dr. Franklin Martin, Director of the Society urged on behalf of the American College of Surgeons, closer cooperation between the College

and the Cancer Society. He spoke of the Sectional Clinical Congresses, over fifty of which had been held throughout the country in the past eighteen months, and stated that the public meetings indicated that these congresses had been made most interesting and instructive by the cancer talks given largely by representatives of this Society. He urged a continuation of this mutual, helpful cooperation and was assured both by Dr. Powers and Dr. Taylor that the Society would do everything in its power to supply speakers for such occasions.

Dr. Alexander Primrose, of Toronto, was the only Canadian representative of the Society present. He stated that as Chairman of the Province of Ontario, he planned, along with his colleagues, to institute an active educational campaign during next "Cancer Week," though last year, due to the fact that it was a new movement there, very little was accomplished.

Dr. Charles A. Powers, President of the Society, mentioned briefly his approval of the work of each of those who spoke as he introduced them. He also told of the interest being manifested through other parts of the world in the work which the Society was carrying on, and in this connection said that the Argentine Ambassador, with whom he had been in conference, was desirous of securing the cancer film translated into Spanish for use in the Argentine and that the Ambassador from Venezuela, who was a physician, had also become interested through the activities of the Committee in the District of Columbia and was to be asked to make a translation of the Society's lecture into Spanish for use in his country.

In talking with the members after the dinner was over the impression was gained, as was stated at the beginning, that it had been one of the most useful and inspiring gatherings which had taken place since the organization of the Society.

CAMPAIGN NOTES

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VOL. IV

JUNE, 1922

No. 6

ST. LOUIS MEETING OF THE AMERICAN MEDICAL ASSOCIATION

The meeting of the American Medical Association in St. Louis, from May 22-26, was made the occasion for several interesting matters to the advantage of the cancer control movement.

In the first place, as in the two previous years, the Society had an exhibition booth at which its educational panels were shown and its literature distributed. This year we had the advantage of some interesting material provided by Dr. Frederick J. Taussig, Chairman of the Missouri Committee, and a set of moulages of gross cancerous lesions lent for the occasion by Dr. J. Frank Wallis, of the Laboratory of Medical Art, Washington, D. C. The Exhibit Booth was really the headquarters for those interested in the Society's work to meet with the Executive Secretary and talk over local problems and methods of work.

The cancer film "The Reward of Courage" was shown three times on the motion picture program and the comments heard as well as the specific inquiries made at the booth indicate that this film is scientifically sound, dramatically attractive and educationally simple for the purpose for which it was designed,—namely, the instruction of the laity.

A small but most interesting group of State Chairmen and committee members met for dinner at the Claridge Hotel on Monday evening, May 22. Representatives were present from the District of Columbia, Maryland, Arkansas, Wisconsin, Iowa, Missouri and New York, and the reports of progress and plans for "Cancer Week" opening on November 12 were inspiring and suggestive. If the attitude of those present and the sentiments expressed are at all representative of the feeling throughout the country, there can be no question of the success of this

second "Cancer Week." On the whole this St. Louis meeting of the American Medical Association was one of the most valuable occasions which has yet presented itself to the Society. Its influence and the interest in its work is constantly expanding.

REPORTS ON THREE MORE STATES

The bulletin during the first part of this year has been devoted, whenever space would permit, to reports on activities which took place throughout the country during "Cancer Week." While the following reports have been in hand some time, it has not been found possible to include them in previous issues.

Texas. Dr. A. C. Scott, of Temple, who is Chairman of the Texas Committee, reports that he requested by personal letters, the 135 county medical societies in the state to take the lead in putting on the "Cancer Week" in their districts. Literature was provided, the large cancer poster prepared in New York City was reproduced, as was the little red and black circular "Danger Signals That May Mean Cancer," which, together with material supplied from headquarters, totalled 11,000 pieces of literature distributed during the "week." Dr. Scott purchased the cancer film which was used not only at that time, but is constantly being called for to supplement cancer lectures on the various programs. In the annual report of the Committee on the Study of Cancer, to the State Medical Association of Texas, the Committee, which is identical with that of this Society, recommended the following resolution:—

"Whereas, The ravages of cancer within our State needlessly take an annual toll of many lives, because of ignorance concerning its predisposing causes, early symptoms and curability, and

"Whereas, Many fatal blunders are made by the medical profession, because of inattention to the subject, and

"Whereas, A pessimistic attitude on the part of the laity concerning recovery from this disease often results in secrecy from family and family physician, and not infrequently drives its victims to unprincipled charlatans, where they are enticed by flattering promises of cure, at a time when the disease is quiet and within the range of curability, if treated by scientific methods, and

"Whereas, Cancer is amenable to scientific treatment, and is very frequently cured in its early stages, while it is yet purely local; therefore be it

"Resolved, That the Board of Councillors and laity, undertaken by our State Committee on the Study of Cancer and the American Society for the Control of Cancer, be and is hereby approved by the House of Delegates of the Texas Medical Association; and be it further

"Resolved, That the Board of Councillors and the officers of county societies be urged to cooperate in every way possible with the work of the committee, to the end that information concerning vital facts about cancer shall be made known to the laity as early as possible.

Respectfully submitted,

(Signed)

A. C. SCOTT, *Chairman.*"

There is much of truth and unembellished accuracy in the statement herewith contained. Whether the exact substance of this resolution is best for presentation to medical societies of other states is unimportant, but that it is of the utmost importance to secure the full endorsement and cooperation of the organized medical profession in order that most successful educational work may be done in any locality is absolutely certain. The Society therefore takes this opportunity once again to urge that the organized profession throughout the country get behind this great, life-saving movement.

Louisiana. Dr. Oscar Dowling, State Health Officer and Chairman of our Committee in this state, reports that in preparation for the "Cancer Week" about six thousand letters and multi-graphed news articles were sent out to Parish Medical Societies and to individuals, organizations and newspapers. Dr. Dowling also had the little cancer circular reprinted for distribution in that state and the news clippings sent in indicate that the towns which became actively interested and really conducted programs did remark-

ably well. Due to the fact that Dr. Dowling was appointed only just prior to the "Cancer Week" it was not to be expected that the whole state would be covered, though we have assurance of state-wide activity this year.

In the December quarterly bulletin of the Louisiana State Board of Health, a most readable and instructive article on "The Cancer Problem" by Dr. L. C. Scott appeared. Copies of this number of the bulletin may be secured from the State Department by those interested.

Utah. The campaign in this state was organized under the Chairmanship of Dr. Ralph T. Richards, of Salt Lake City. Dr. Richards secured the full cooperation of the Presiding Bishopric of the Church of Jesus Christ of Latter Day Saints.

A carefully prepared letter giving the purposes and aims of the Society, the fact that the church endorsed the movement and carrying an appeal for cooperation during "Cancer Week" was sent out from the office of the Presiding Bishopric to more than four hundred Bishops. Dr. Richards was notified that by reading this letter to the congregations of the churches during "Cancer Week" and by having it discussed in the homes by the acting teachers, who are expected to visit the home of each member of the church once a month, it was estimated that the substance of the letter with its hopeful message was brought to the attention of at least sixty per cent. of the population of the State of Utah. They also reached every High School student in the state. This is indeed missionary work in the best sense, and Dr. Richards is to be congratulated on this simple method of spreading the word.

Dr. Richards makes some valuable observations with reference to illustrative material to supplement cancer lectures. He discovered that there was a tendency to question the authenticity of cancer statistics when standing alone, but that when compared with similar statistics for the communicable diseases, tuberculosis and the degenerative diseases of adult life (heart, kidney, etc.), the true significance of cancer as a cause of death was easily grasped. This was especially effective when the figures were local, i.e., for the State of Utah and for Salt Lake City.

This point is constantly being emphasized by Dr. Hoffman and it is hoped that all state and

municipal boards of health will undertake to prepare such figures and graphic charts and lantern slides from this material for use in their educational attack on this disease.

Washington's Belated Campaign

The State of Washington postponed its "Cancer Week," because of the reappointing of the State Chairman just at that time. To make up a good measure the new Chairman, Dr. Milton G. Sturgis, filled up the whole month of January with cancer activities and succeeded in enlisting active cooperation in all parts of the state.

Just about this time, as reported in the January number of the bulletin, the North Pacific Surgical Association appropriated \$1,500 to Washington, Oregon and British Columbia for cancer control work. The \$500 secured for this purpose by Washington enabled them to purchase large quantities of literature for distribution, as well as the moving picture film as a supplement to their lecture work. The report shows that 67 lectures were delivered before some 9,000 persons, 20,600 pieces of literature were distributed and 96 news articles and editorials were printed by newspapers.

Five different lantern slides were prepared for moving picture theatres. They were shown six different times before 30,000 persons.

The men who were appointed by Dr. Sturgis as County Chairmen to organize their districts were as follows:—

Dr. John C. Lyman, for counties of Asotin, Columbia, Franklin, Garfield, Pullman and Walla Walla.

Dr. W. D. Kirkpatrick, for counties of Bellingham and Whatcom.

Dr. J. B. Kinne, for county of Chehalis.

Dr. T. Congdon, for counties of Chelan, Okanogan and Wenatchee.

Dr. D. E. McGillivray, for county of Clallum.

Dr. D. J. McIntyre, for the Hoquiam City Committee.

Dr. David Livingstone, for the county of Lewis.

Dr. H. J. Whitacre, for the County of Pierce.

Dr. Austin Shaw, for the county of Skagit.

Dr. A. P. Duryea, for the county of Snohomish.

Dr. John O'Shea, for the city of Spokane.

Dr. N. J. Redpath, for the county of Thurston.

Dr. E. S. West, for the county of Yakima.

One of the most successful features of the Washington campaign was the manner in which the cancer film was routed and shown throughout the state. By working out a careful itinerary, the film was shown in the following cities and towns:—Centralia, Chehalis, Aberdeen, Hoquiam, Olympia, Tacoma, Yakima, Toppenish, Walla Walla, Pullman, Spokane, Wenatchee, Everett, Bellingham, Anacortes, Mount Vernon, Seattle, Bremerton, and Port Angeles. The report states that the film was shown 50 times.

This state is now in competent hands and the organization established for the January campaign is intact for follow-up work during the next "Cancer Week." The work becomes progressively easier as those actively engaged in it become more familiar with useful cooperative groups available to help put the program over and with the most successful and appealing methods of attack.

Activity in the Philippines

A news clipping from the Manila Daily Bulletin under date of April 21 states that Dr. H. Eugene Stafford, who recently accepted the Chairmanship of a Cancer Committee for this Society in the Islands addressed the Rotary Club at luncheon on "What You Should Know About Cancer." Dr. Stafford who is spoken of in the article as "a polished speaker especially gifted in presenting scientific matter in popular garb," called upon the Rotarians to cooperate in the campaign of education designed to save many lives of cancer sufferers in the Philippines.

A letter received at the office from the Chairman of the Advisory Committee of the Young Men's Christian Association in Manila informs us that Dr. Stafford agreed to present the subject before their body the latter part of April. Thus the good work continues to go on, taking in an ever widening compass.

Remember *National Cancer Week*, November 12-18, '22

PROTECTION FROM CANCER

LETTER NO. 2.—Written at the request and with the approval of the Maryland Cancer Committee, representing The American Society for the Control of Cancer.

The object of Cancer Week is not to spread alarm about cancer, but to bring hope. The surgical experience of the past few decades has proved clearly that cancer, in most cases, can be prevented—that early treatment will dispose of it and work a complete cure. Furthermore, this experience has also demonstrated that a cancer does not begin as a cancer—that at first it is always something else: a lump, a wart, a mole, an ulcer, a bruise, a burn—something that, in itself is harmless enough. How such things turn into cancer is not known, but that they do is abundantly proved. The aim of the cancer education is to cause the public to take notice of such pre-cancerous warnings. If they are treated in time, then all danger of cancer is disposed of. If they are neglected, there is always the chance that they will suddenly turn malignant, and bring about a condition that even the most desperate surgery cannot remedy. Cancer is not inherited. It is not a blood disease. It is not contagious. A patient with cancer is no more dangerous to those around him than a patient with a broken arm. Just why and how a cancer starts no one knows accurately, but a great deal is known about its progress after it has started. It spreads from the site of its beginning, destroying the healthy tissues of the body as it goes. It sends forth living cells which start other cancers in other parts of the body. It gradually reduces its victim to such a condition that nothing whatever can be done for him; save palliative measures to relieve his agony. He is hopelessly ill, and will certainly die. But this is only after the cancer has become fully developed. In its early stages there were plenty of chances to cure the patient. The best of these chances were at the very start, before the lump, the pre-cancerous wart, or ulcer or bruise had become a genuine cancer. But there were still good chances after it had become a cancer, but before it had begun to spread. Once that spreading had begun, the patient's outlook began to be dark. Slowly the odds against him mounted up until they were beyond a hundred to one. But at the start the odds in favor of him were even greater.

The pre-cancerous lesion—the lump, the wart, or ulcer, or unhealed bruise or burn—behaves differently in different cases. Sometimes it remains harmless indefinitely, and the patient dies years afterward of some disease other than cancer. Sometimes a cancer develops within a few weeks. Sometimes it takes years. But the pre-cancerous lesion is always menacing—it is always a sword suspended over the patient's head. He should get rid of it while there is yet plenty of time, for once it is gone no cancer will develop where it was. A good doctor will be able to decide what it is, and how dangerous it is; no layman can hope to do so without grave risk of fatal error. If it is of the dangerous variety, simple and painless treatment will usually dispose of it. If it is neglected and a cancer appears, then only the most radical treatment can cope with it. And in its later stages not even the most appalling operation can do more than prolong the patient's life. A pre-cancerous lesion is always curable. An early cancer is usually curable. But a late cancer is usually absolutely hopeless.

The records of every great hospital show how steadily the patient's chances of recovery decline. In some varieties of cancer, in the early stages, nearly every patient who submits to proper treatment gets well, and the majority of them stay well. But as each successive stage is reached the percentage of recoveries falls, and toward the last stage it suddenly falls to zero. This last stage comes when the original cancer begins to send out colonies. These colonies start other cancers elsewhere—usually in the internal organs, beyond the reach of operation. The patient, starting with one cancer, now has many cancers, and it is quite hopeless to try to remove them. All that can be done for him is to try to relieve some of the terrible suffering of his last days.

No one knows precisely what causes a cancer, or what it is. But the enormous study that has been given to the problem in late years has at least shown surgeons how to deal with it, and so the struggle against the disease begins to be hopeful. It can be cured—if taken in time. But the time to take it is before it has definitely developed—in the stage of warning. A coming cancer almost always gives warning beforehand. The patient is conscious that there is something wrong. A lump is felt, there is a growth on his lip, or a sore spot on his tongue, or pain in one of his joints or bones, or a hurt or a mole somewhere on his skin, or a burn or a bruise that won't heal, or he feels discomfort in his stomach or abdomen. If a woman, the patient notices a lump in the breast, or a discharge that is unnatural. This is the time to seek competent medical advice. Nine times out of ten it will turn out that there is no danger of cancer—that simple treatment will suffice to remove the danger signal. And even if cancer is threatened, the treatment at this early stage is simple and painless, and the cure is certain. But every day's delay means a graver danger. When the cancer is fully developed only the most radical treatment can do any good, and even this is usually unavailing.

But there is no reason why the great majority of cancer victims should ever get into this last stage. The proof that early treatment might have saved them is now overwhelming. If laymen will only heed that proof—if they will seek competent advice about the signs that go before cancer—then the present high death-rate from the disease will be greatly reduced, and the world will be saved much intolerable suffering. The cancer situation is anything but hopeless. On the contrary, it is full of hope.

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VOL. IV

JULY, 1922

No. 7

INCORPORATION OF THE AMERICAN SOCIETY FOR THE CONTROL OF CANCER

On May 15, 1922, the Society was incorporated under the Membership Corporations Law of the State of New York. This step was taken after the Judiciary Committee of the Senate had decided against recommending the incorporation by special act of Congress of the charitable, benevolent and educational organizations, including this Society, which had applied for national charters.

The Certificate of Incorporation of the Society states that "its operations are to be principally conducted in the United States of America" and describes its purposes as follows:

"To collect, collate and disseminate information concerning the symptoms, diagnosis, treatment and prevention of cancer; to investigate the conditions under which cancer is found and to compile statistics in regard thereto."

The plan of organization of the Society is now—

1. A Board of Directors of five members which will have charge of its financial and legal affairs.
2. An Executive Committee of twenty members which will have charge of its general activities and its field work.
3. An Advisory Council of not to exceed one hundred members which will advise with the Board of Directors and the Executive Committee in regard to the activities and management of the Society.

The Officers and Directors of the Society for the first year are:

Dr. Charles A. Powers, President; Dr. Howard C. Taylor, Vice-President and Chairman of the Executive Committee; Calvert Brewer, Treasurer; Thomas M. Debevoise, Secretary; Elsie C. Mead, Chairman of the Finance Committee.

The officers of the Advisory Council for the first year are:

Dr. Edward Reynolds, Chairman; Dr. Clement Cleveland, Vice-Chairman; Dr. Livingston Far-

ran, Vice-Chairman; Dr. George E. Armstrong, Vice-Chairman; Dr. Rudolph Matas, Vice-Chairman.

The Society is now in a position to receive the Lasker Fund and other gifts which may be made to it.

ACTIVITY IN THE DISTRICT OF COLUMBIA

It was necessary to re-organize the work in the District of Columbia since Dr. James F. Mitchell found that his increasing duties made it impossible for him to continue as the active Chairman. He is now retained, however, as Honorary Chairman with Dr. Harry H. Kerr in active control of the work.

During April, while Dr. Powers was in Washington, arrangements were made for a preliminary organization of the work and he addressed a group of two hundred interested women at the home of Mrs. Joseph Leiter, Secretary of the Committee. These women were brought together by Mrs. Leiter for the special purpose of learning about the Cancer Society through Dr. Powers, with the idea of interesting them in the work.

On April 25 a meeting attended by three hundred and fifty persons representing the various civic organizations of the city, and physicians which the Committee hopes to use as lecturers, was assembled by special written invitation at the building of the District Medical Society under whose auspices the meeting was held. Dr. Mitchell presided, introducing Dr. Archie W. Boswell, President of the District Medical Society. Dr. Hubert Work, Postmaster General, also made a short address followed by Dr. Powers who spoke on the subject, "What You Should Know About Cancer." There were also on the platform, Surgeon General Ireland, U. S. A.; Surgeon General Stitt, U. S. N.; Surgeon General Cummings, U. S. P. H. S.; Brigadier General Noble, Curator of the Army Medical

Museum and Library and the Executive Committee. Literature was distributed to all those present and the meeting was brought to a close by the showing of the cancer film, "The Reward of Courage."

These two meetings served to crystallize interest in the educational control of cancer and in view of the fact that the Committee had already retained for the year, a writer experienced in publicity work, the meetings were made the subject for suitable news articles and editorials. The Committee for the District of Columbia is as follows:

Dr. H. H. Kerr, Chairman
Mrs. Joseph Leiter, Secretary
Mrs. Whitman Cross
Dr. Frank Leech
Mr. Arthur Moses
Mr. H. B. Spencer
Mr. Thomas Bell Sweeney

Dr. Kerr has adopted the principle which proved most successful in the carrying out of the cancer control activities in different parts of the country last year during Cancer Week. That is to say he has divided the activities which it is planned to undertake, among the members of the Committee making each responsible for the investigation and arrangements of a definite part of the whole program. By this "division of labor" one person has made a preliminary survey of the possibility of having a letter read in the churches, finding out what could be done in the way of showing lantern slides and films in the moving picture houses and of having short addresses made before the various fraternal organizations. Another member of the Committee has been assigned to arrange for addresses and the distribution of literature through the schools (public and private), the Y. M. C. A., Y. W. C. A. and the department stores. He has assigned these individual activities to members of a special sub-committee of which he, as a member of the Central Executive Committee, is Chairman.

This system has been followed throughout. Another person has been delegated to look after the women's organizations; another to investigate the use of billboards; another to build up an adequate lecture bureau to give the talks during the Cancer Week.

Each person was asked to bring in an estimate of the cost of his part of the program and the Committee already has the promise of \$1,600

from the principal civic organizations of the city. They estimate that the Committee will require about \$2,500 for the whole campaign and there will evidently be no difficulty in raising this amount.

This organization scheme is given at length as a typically sound and practical method of organizing and financing the work. We shall all look forward with confidence to a successful campaign in Washington.

AN APPRECIATION AND A CHALLENGE

In the March 18, 1922, issue of the Journal of the American Medical Association, there appeared an excellent article on "Carcinoma of the Breast," with a consideration of precancerous conditions, by Byron B. Davis, M.D., of Omaha. On page 780 the following paragraph appears:

"The persistent propaganda carried on by the American Society for the Control of Cancer during the last few years, culminating in cancer week, so recently celebrated, is bearing some fruit. It is certainly adding greatly to the responsibilities of physicians. We have thrown down the gauntlet and there must be no backing down. There must be no superficial examinations, no time consuming hesitation, no trifling with a possibly early malignancy, no admonition to 'wait and see what develops'."

Such commendation with reference to the Society's activities are always pleasant, but they are doubly significant when they come from a man of Dr. Davis' prominence and standing who is not definitely identified with the Society as an active worker. We take this occasion, however, to invite Dr. Davis to continue his interest and to join the ranks, for it is obvious that the success of the movement is dependent almost entirely upon multiplying men in its support and efforts who have this intelligent and fearless attitude as to the responsibility of the medical profession in the campaign.

Upon reading this article, Dr. Powers wrote an appreciative letter to Dr. Davis and we take pleasure in quoting from his reply as follows:

"* * *. You asked me what I think of the work of the Cancer Society and I want to emphasize my appreciation of the publicity work you are doing. We think we had a very favorable presentation of the cancer problem during Cancer Week last fall and that it reached a large number of our population. I have talked with

a number of surgeons and internists recently and every one has expressed himself favorably and all of us are getting cases that would not have come to us had it not been for the propaganda. It is true a good many get alarmed about themselves and come when there is no cancer present. That sort of thing is inevitable, but I feel that it is better that a dozen come unnecessarily than

that one delay coming when cancer is really present. I hope the work will be pushed and that another Cancer Week will be celebrated some time this fall."

This article and letter from Dr. Davis make it easier to understand how Nebraska was one of the leading states in the National Cancer Week last year.

CANCER CONTROL AND THE AMERICAN COLLEGE OF SURGEONS

We recently received from Dr. Franklin H. Martin, Secretary General of the American College of Surgeons, a report of the various sectional clinical congresses held throughout the country during the past eighteen months in which cancer was featured.

In 1920, eight such meetings were held in the following cities: San Francisco, Denver, Boise, Peoria, Butte, Portland, Pittsburgh and Seattle.

<i>Date</i>	<i>Place</i>
January 9-13	St. Paul, Minnesota
February 9-10	Kansas City, Missouri
February 18-19	Little Rock, Arkansas
February 23-24	Houston, Texas.
March 2-3	Birmingham, Alabama
March 20-21	Asheville, North Carolina
May 15	Portland, Maine
May 19	Halifax, Nova Scotia

These excellent meetings of the College of Surgeons constitute one of the most valuable means for the Society to get its message to the people. There is always in connection with them a public meeting and the Society has agreed to provide Dr. Martin not only with every assist-

In 1921, there were eighteen including the following cities: Atlanta, Indianapolis, Des Moines, New Orleans, Springfield, Omaha, Newark, Charlotte, Bismarck, Oklahoma City, Portland, Charleston, Aberdeen, Nashville, Dallas, Richmond, Spokane, Wheeling.

So far in 1922 six meetings have been held and since the report was received we have information of two others as follows:

<i>Speaker</i>
Dr. Frederic A. Besley.
Dr. Allen B. Kanavel and Dr. William M. Mills
Dr. C. Jeff Miller
Dr. Allen B. Kanavel
Dr. Gerry R. Holden
Dr. Joseph C. Bloodgood
Dr. Frederick L. Hoffman
Dr. John Stewart

ance in securing appropriate speakers for these congresses, but also in making available a copy of the cancer film which he has used extensively and most successfully at practically all of these meetings, since the film was released in October, 1921.

FIELD DIRECTOR APPOINTED

The Executive Committee after a careful survey of the whole field, has finally selected Dr. J. E. Rush of Pittsburgh as its Field Director. Dr. Rush was born in Dorchester, Mass., May 20, 1887, attended the public schools in that city and graduated from Massachusetts Institute of Technology in Prof. Sedgwick's course in Biology and Public Health in 1912. Having fully decided to devote his life to preventive rather than curative medicine, Dr. Rush taught biology at the same school for one year, then taught bacteriology at the University of Wisconsin. During the summers of 1914 and 1915, he studied at Harvard Medical School and took his certificate of public health at New York University in 1915. In 1916 he went to The Carnegie Institute of Technology at Pittsburgh where he has taught

public health and sanitary engineering ever since. While thus occupied Dr. Rush received his medical degree at the University of Pittsburgh; is at present Director of the Board of Health of Edgeworth and Consultant to the Ohio Valley Water Company. He is a member of the American Medical Association, the American Public Health Association and the Committee on Cold Storage of the Allegheny County Medical Society. Dr. Rush has had considerable experience as a public speaker and lecturer and will be available for field work soon after the first of August.

The Executive Committee plans to send him first to the States of Pennsylvania, Illinois and Iowa to assist the State and District Chairmen in their organization.

FACTS ABOUT CANCER

CANCER COMMISSION OF THE MEDICAL ASSOCIATION OF GEORGIA

DR. J. L. CAMPBELL, ATLANTA, Chairman

Prepared for Newspapers, Medical and Lay Periodicals

The morbidity and mortality from cancer is rapidly increasing.

In 1900 the death rate from tuberculosis in the United States was 202 per 100,000. At the same time it was only 63 per 100,000 from cancer.

In 1916—15 years later—the death rate from tuberculosis had decreased 29.8 per cent., while the death rate from cancer had increased 29.8 per cent.

In 1900 a great educational campaign was started and thousands of people all over the country began to study about tuberculosis, with the result that in 15 years there were 60,000 lives being saved annually in the United States.

"What education has done for tuberculosis, it can do for cancer."

"Cancer is among the most ancient afflictions of mankind." Descriptions of conditions now known to be cancer are found among the fragmentary records of ancient India and Persia. It was known to the Egyptians before the time of Moses and is distinctly mentioned in the Papyrus Ebers 1500 B. C. Herodotus tells us that Democedes cured Atossa, daughter of Darius, King of Persia, of a cancer of the breast, 520 B. C., while Daniel was a captive in Babylon.

Hippocrates accumulated a vast quantity of literature on the subject. He was the first to use the cautery, a hot piece of metal, on a skin cancer, 450 B. C. Leonides of Alexandria, 180 B. C., first described retraction of the nipple in cancer of the breast, and using a scalpel and cautery performed an operation almost as extensive as the one perfected by Dr. Halsted only 20 years ago.

Galen, the great Surgeon and Physiologist, who died A. D. 200, wrote extensively on the subject. His writings were still in use as late as the time of Queen Elizabeth, and with little exception there was no advance in our knowledge of cancer pathology throughout the Byzantine and Renaissance periods.

During the Dark Ages, cancer was looked upon as an evidence of Divine wrath, for the ban of the church on medical as well as other scientific investigation prevented anything in the nature of research. As a result of this belief, a great wave of faith cure and quackery spread over Europe, which reached its height during and immediately following the reign of Queen Elizabeth, so that every effort to ascertain the true nature or cause of cancer was defeated.

In 1628 Harvey discovered the circulation of the blood, the lymph vessels and nodes were described by Olan in 1652 and 10 years later as the use of the microscope became more general, Malpighi saw for the first time the red blood cells, but strange as it may seem, the cells of which our bodies are composed were not discovered until 1838. Since that time we have learned a great deal about malignant

diseases—millions of dollars have been spent and the brightest minds in the world have been and are still at work, but the immediate cause of cancer has not been discovered.

We know, however, that if an early cancer is completely removed, it will not return—the disease can be cured.

We know that there is a time when every cancer can be cured, for it exists first in what is known to scientific men as a "precancer."

We know that cancer is first a lump, or sore that "can be felt with the fingers or seen with the eyes" or gives certain definite warnings, which, if we knew how to interpret, it could be cured.

We know that nine cancers out of every ten do not cause pain in the early curable stage—this is unfortunate.

We know that cancer starts as the result of long continued irritation. If the irritation is removed, cancer will not develop.

We know that cancer develops at the edge of a scar—where a scar and normal tissue meet. If the scar is removed, the cancer will not develop.

We know that certain definite symptoms precede every cancer, just as surely as wind clouds precede a rain storm—the time is coming when these symptoms will be heeded.

In a pamphlet recently issued by the Public Health Service we are told that "there are annually 100,000 people in the United States afflicted with some form of cancer. Through ignorance or neglect, nine out of every ten cases are at present fatal. If the proper treatment were instituted early, fully half of these lives could be saved."

One woman in every eight, over 40 years of age, dies of cancer—three times as many women as men die of cancer between 45 and 55—from that age on the ratio is more nearly equal. In the United States, ten people die from some form of cancer every hour.

Estimates from the U. S. mortality reports show that about 4 per cent. of cancers are located in the mouth, 10 per cent. in the breast, 15.5 per cent. in the female generative organs and 53 per cent. in the digestive organs and in the abdomen.

We know enough to save the lives of at least 30,000 to 40,000 people annually, if we can arouse the medical profession to its duty and the people to their danger in time to take proper action.

We know that every person over 35 years of age, who is not sure about a lump, sore or unnatural discharge, should consult a competent physician and demand a thorough examination. If the first doctor consulted cannot give a rational opinion, ask for a consultation.

We know that every doctor in the state can and should prepare himself to give a reasonable safe opinion in nearly all cases.

We know that procrastination has caused the loss of many valuable lives—John B. Murphy once said, "It is the time and not the extent of the treatment that determines the final outcome of cancer."

We know that any doctor who tells you that he has a sure cure for cancer is a fraud—there is no such thing as a cancer serum or any remedy that will cure cancer by being injected into the veins or rubbed on the skin.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

VOL. IV

AUGUST, 1922

No. 8

SUGGESTED PLANS FOR NATIONAL CANCER WEEK November 12-18, 1922

Announcement of the "Cancer Week" was made in the May number of "Campaign Notes." In this issue it is planned to indicate the scope of the campaign and to outline the more important methods successfully applied last year and in various parts of the country since then. Additional copies of the "Notes" are available for members of cancer committees or any others who may desire them and more specific organization or program suggestions may be had on request.

It has been repeatedly said that the success of the "National Cancer Week" of 1921 was due to the fact that the program was simple and that too much was not attempted. On the other hand, some of our committee chairmen have said that when they received the announcement and plans last July, they felt that Hercules' exploits were as nothing compared to what they were called upon to do. When confronted with such a dilemma, we always turn to Dr. Powers for advice. Why? Because he has been a surgeon of the widest experience and knows the surgical point of view and what can be reasonably expected. Also he has for years led a successful cancer fight in Colorado,—a campaign which was successfully and effectively prosecuted even while he was actively engaged in his practice.

This Spring he strongly advised that the program submitted to the Committees be cut to the irreducible minimum. The three prime essentials, the accomplishment of which he advocated all committees should strive for, were:

1. Written articles.
2. Motion picture theatres.
3. Scientific meetings and public lectures.

Afterward other activities might be added where conditions are favorable.

This appears simple and well designed to reach enormous numbers of people. Many persons are interested enough in cancer for personal reasons to attend special meetings. Many others who could not be prevailed upon to listen to a talk will read about the subject; and still other thousands can be reached with the Society's message through the movies.

The Program of Activities

With these few introductory remarks and statement of the circumscribed scope of the

campaign, an expansion of this general program into a more detailed presentation of what would be involved in undertaking these three lines of activity seems desirable.

1. Written Articles.

Everybody knows the power of the printed page. So impressed is the Executive Committee with the educational value of expertly prepared and accurately placed news articles that Mr. Van Ness Harwood, the newspaper man who conducted the Society's publicity last year, has again been employed. A press sheet containing over a dozen short cancer articles will be sent regularly to all the principal newspapers in the United States and Canada. These will, of course, be general articles, and will not take the place of the news articles provided local papers and periodicals by state and local committees. Ask the State Health Department or City Department of Health to take over this publicity for you. Most of them will be glad to contribute this service to the campaign, as was done in many places last year, if they are equipped to do so. Registrars of Vital Statistics will often provide local cancer mortality figures which are far more interesting to your readers than are general statistics.

The obvious channels to be used for written articles are:—

(a) Medical and Surgical Journals.

Dr. Henry D. Jump, State Chairman for Pennsylvania has already sent an announcement of his plans to the editor of the State Journal and a reading notice to be carried in the Bulletin of each County Society. So has Dr. Powers in Colorado. Many State Journals carried cancer symposiums last Fall.

(b) *Newspapers.*

News articles with reference to the local campaign should be prepared by publicity committees from the activities of each cancer committee.

(c) *Other Periodicals.*

Fraternal Societies and lodge organs, religious publications, health department bulletins, trade journals and bulletins issued by Chambers of Commerce, churches, labor organizations, welfare societies and any others printed for local distribution. (Cancer articles have been requested from at least a dozen monthly and weekly magazines following a letter sent out from the office. These articles are being written by members of the Advisory Council.)

In this connection placards and posters for display in public buildings, stores, street cars and similar places should be carefully and accurately prepared. That made by the Colorado Committee for Denver Street Railways last year. (See Campaign Notes November, 1921) is an excellent example. The Office has sent to State and Provincial Chairmen a few large posters. Another (16" x 22") may be secured from the Society or direct from the National Safety Council, 168 North Michigan Avenue, Chicago, Illinois, at 5 cents each, in lots of one hundred.

2. *Motion Picture Theatres.*

While many houses of this-kind cooperated in the heartiest manner last year, Dr. Reuben Peterson in Michigan secured the most uniform assistance from all the theatres in that State through the personal interest of Mr. Henderson M. Richey, Manager of the Michigan Motion Picture Theatre Owners Association. An effort should be made to enlist the aid of all such State Associations for any one or all of the following activities:

(a) *Showing of Lantern Slides.*

These two slides were prepared and financed through the efforts of Mrs. Samuel Adams Clark for the "Cancer Week" in New York City last Fall. They may be purchased from the Society on glass for 16c each, on mica for 8c each.

A MESSAGE OF HOPE

CANCER is a curable disease.

CANCER is neither contagious nor hereditary. Yearly 90,000 people (1 in 10 over 40 years old) die of this disease in this country. Many of these victims could have been cured had they gone to a reputable doctor immediately. "Immediately" means as soon as symptoms are noticed.

Shown for the

American Society for the Control of Cancer.

A Benevolent Organization.

370 Seventh Avenue, New York City.

**Danger Signals That May Mean
CANCER**

ANY LUMP, especially in the breast.
Any IRREGULAR BLEEDING OR DISCHARGE.

ANY SORE that does not heal—particularly about the tongue, mouth or lips.

PERSISTENT INDIGESTION with loss of weight.

GO IMMEDIATELY to a Hospital, or a reputable physician and insist upon a **THOROUGH EXAMINATION.**

(Don't be ashamed to talk about Cancer.)

(b) *Four-Minute Talks.*

These short, pithy talks, delivered by good medical lecturers are wonderfully effective. In Detroit last year such talks were given in 150 theatres.

(c) *Distribution of Cancer Leaflets.*

This, too, is a valuable means of reaching these audiences, especially if the other methods are not employed. Particularly recommended at the matinees which are attended largely by adult women.

(d) *The Cancer Film.*

The Society's film, "The Reward of Courage," is being widely used in many picture theatres. If one or more of these films is not available in your State, bring the matter to the attention of your State Department of Health, which will usually be glad to purchase it. (\$85.00 f. o. b. N. Y.)

3. *Scientific and Public Lectures.*

(a) *Scientific and quasi-scientific meetings.*

1. State, county and local medical societies and academies of medicine should be asked to hold a symposium on cancer at their November meetings. These papers should, if possible, be printed in the organization Journal.
2. The Deans of Medical Schools, Professors of Pathology, of Public Health and Hygiene, of Pharmacy, etc., Presidents of Colleges, and Superintendents of Normal and Preparatory Schools will usually be glad to arrange a suitable lecture for their students.
3. Nurses' organizations of all kinds should be asked to carry the subject on their programs; and nurses in training should have a carefully prepared series of lectures delivered by a member of the hospital staff.

(b) *Popular Lectures.*

1. *Churches.* Protestant, Catholic and Hebrew.

(a) A special five minute letter is being prepared by Dr. Frank Billings of Chicago for such readings. Each member of the Society should use his best endeavors to have this excellent letter read in his church Saturday, November 11, or Sunday, November 12. These arrangements should be made early and your State Chairman, to whom these letters will be sent, notified by the local chairman as to how many he will want.

2. *Women's Clubs.*

A most important group. Mrs. Walter McNab Miller, Chairman of the Public

Health Committee of the General Federation of Women's Clubs again offers full cooperation. Ask the President and Health Chairman of your local clubs to arrange for a cancer lecture. Space forbids the naming of the host of live and interested women's clubs. They exist in every community. The local committee should provide lectures or reading letters for as many as possible.

3. *Fraternal Orders and Lodges.*

This is a most interested and valuable channel through which to disseminate cancer information as was shown by the wonderful cooperation received by the State Board of Health of Wisconsin, which conducted the publicity work for that State Committee last year. A medical member of the Order will usually deliver the lecture and articles should be carried in the publications of the lodges. The great sectarian orders are most helpful as witness the work of the Knights of Columbus which last year had Dr. Keen's letter read in all its lodges.

4. *Civic Clubs.*

The Rotary and Kiwanis, while the largest, are not the only clubs of active professional and businessmen interested in community, civic problems of all kinds. Their fullest cooperation should be sought. Not only will they hold lectures for their own members, but will often assist in arranging others and in organizing the campaign. In Washington such clubs are taking a keen interest and are to finance their whole "Cancer Week."

5. *Chambers of Commerce.*

Do not overlook these powerful bodies. Most of them have a health committee which will be glad to put a cancer lecture on its program. These groups will often take an active part in promoting the "Cancer Week," as was done in Camden, New Jersey, last year, when the whole campaign was launched under the auspices of the Chamber of Commerce.

6. *Labor Unions and Trades Councils.*

These organizations are always ready to hear a lecture on cancer, by a live talker. Do not send any other kind, for he won't enjoy himself. Much good work was done with labor groups last year, both in New York City and in Wisconsin.

7. *Radio Talks.*

This is a new method of reaching audiences and individuals with the spoken word and the Society has the distinction of being first to use it for public health when Dr. Powers delivered his cancer lecture in Denver last Fall. Many articles and speeches prepared for other occasions are suitable for radio purposes when abstracted. Dr. William I. Dean, of Rochester, New York, is planning to do this with a lecture given by him before the Rotary Club in June.

Supplementary Notes

1. *Demonstration and Diagnostic Clinics.*

These non-operative clinics used so successfully as a rallying point around which

to focus interest in the cancer campaign in Pennsylvania by Dr. Wainwright, are an excellent means of educating both the profession and the public. The principal methods employed for such clinics or "cancer days" are as follows:—

(a) Appoint a Committee on Arrangements from the various medical societies and groups and hospital authorities in the vicinity.

(b) Announce the "cancer day" to every medical man in the district (and to the newspapers) and urge them to bring or send any patient upon which they may desire assistance as to diagnosis or treatment.

(c) Have the clinics conducted and patients demonstrated by prominent and well-qualified out-of-town medical men, if possible.

(d) Arrange a mass meeting in the evening where the visiting physicians, local nurses and public may have the advantage of hearing the cancer problem discussed by these same cancer authorities and the work of the Society presented by the local chairman or somebody else familiar with it. The "Cancer Week" may also be made the opportunity for interesting the hospitals in establishing permanent cancer clinic hours where patients may come for examination and advice, as is now done at the Columbus Cancer Clinic started by Dr. Andre Crotti, Chairman for Ohio, during last "Cancer Week."

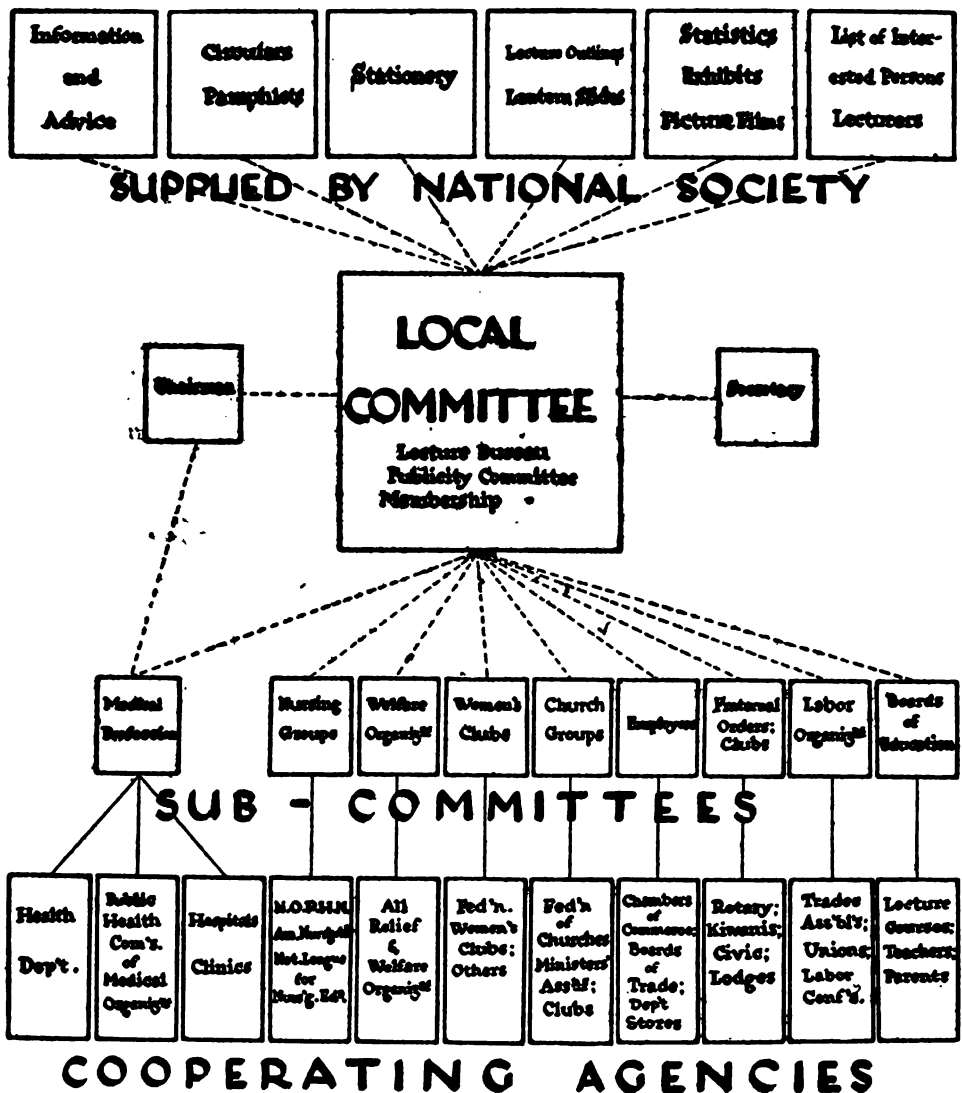
2. *Cancer Circulars.*

The Society will provide two circulars for general distribution. One allotment (red and black circular), entitled "Danger Signals That May Mean Cancer," has already gone out to the State Chairmen. More will be available. Additional quantities may be had at 75 cents per thousand. The other, entitled "Vital Facts About Cancer," will also be provided in liberal amounts and additional quantities may be had at \$1.00 per thousand. The Metropolitan Life Insurance Company has just submitted a new cancer circular for the Society's endorsement. Ask the old line companies with home offices in your district to prepare a leaflet for their policyholders or to reprint and send out one of the Society's circulars.

3. The Organization suggestions contained on the back cover of this bulletin have been found useful, and we have been asked to print them in this way so that all committees may have them. It is, of course, only suggestive and the "sub-committees" making up the "local committee" will vary in accordance with the "cooperating agencies" existing in any community. The complete scheme of organization from which this chart was made may be had upon request.

ORGANIZATION OF A CANCER COMMITTEE

(SUGGESTED SCHEME)



In this plan of organization, the Central Committee is to be thought of as a group of men and women each of whom is chairman of the sub-committees appointed by him or her to carry on the educational work with a particular group or class of persons. In this way an equitable division of labor is attained. The Chairman of the Committee will be a physician; the Secretary has usually been an interested woman. The success of the Committee's work, where this plan is followed, is conditioned by the energy, tact and resourcefulness of the chairmen of the various sub-committees.

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Medical Lib.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

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VOL. IV

SEPTEMBER, 1922

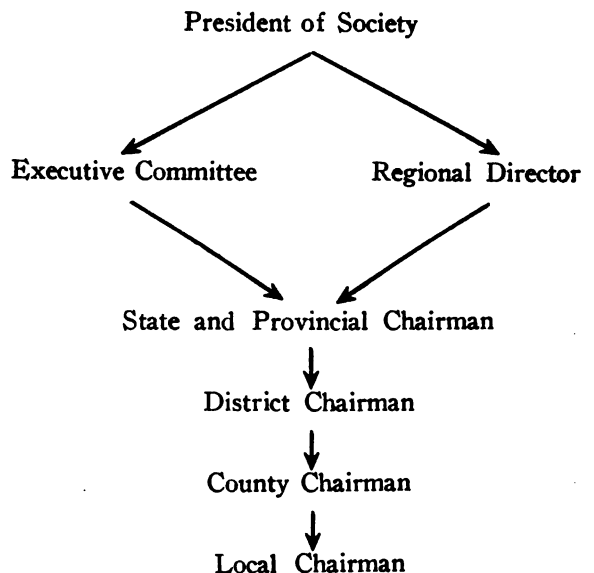
No. 9

ORGANIZATION SIMPLIFIED.

As reports come in from Dr. Rush, the new Field Director of the Society who began work early in August, we are struck with the fact that many of our chairmen—state, district, county and local—are somewhat uncertain as to the relationship existing between the state committee and the others and the relation between the field organization and the central office. We have therefore drawn up for the guidance of all those interested, a simple diagrammatic plan which indicates how the work is to be decentralized, and the relation existing between the various working units in the complete organization. This plan is not intended to be rigid but merely suggestive and in some states it will be quite different, specially in those where the State Chairman has undertaken to appoint all the local community chairmen himself, rather than dividing the state up into its logical sub-divisions.

The following plan indicates that the State and Provincial Chairmen may be appointed either by the Executive Committee or by the Regional Directors, who, in turn, have been appointed by Dr. Charles A. Powers, as President of the Society, by virtue of special authorization from the Executive Committee. These State and Provincial Chairmen, after their appointments, are, for the most part made entirely responsible for the organization of their territories, thus decentralizing, so far as possible, and leaving the organization in the hands of those conducting the campaign locally. The Field Director is charged merely to go about assisting where he can and suggesting ways and means of perfecting the organization from his knowledge of methods that have been successfully applied elsewhere.

SKELETON CHART OF BASIC ORGANIZATION



How individual states or provinces are to be organized depends somewhat upon the various divisions already existing within the state and the preferences of the particular chairmen. If the state is already divided into Councillor or branch districts, the State Chairman might appropriately secure the active participation of some leading member of the profession in the district (perhaps the Councillor himself, as was done in Nebraska last year) to undertake the organization of his district.

Whether or not the division into districts comprising several counties appears wise, it would certainly seem proper that a careful selection of county chairmen to be made, either by the state or provincial chairman or by the district chairman.

Each county should have its active chairman whose particular duty will be to make the proper selection of local chairmen from among his medical colleagues and assist in the organization of the local committee which is, after all, the active working group that is to "put the campaign over" in the various localities of the country.

Complete plans for the organization of local committees were contained in the August bulletin; and it is hoped that these local organizations may be advanced as rapidly as possible where not already perfected.

Obviously, each chairman and Regional Director has the privilege of organizing his committee, hold meetings and transmit instructions to his appointees in any manner, and at such times as he may choose. The Regional Director has a potential committee made up of the state or provincial chairmen in his region; the state committee comprises the various district chairmen (and of course secretaries in each instance, if desired, together with any other useful persons whom the chairman cares to add); the district chairman has as his nucleus county chairmen and other county workers, while the county committee is made up of the local representatives and each local committee has its appropriate sub-committees, lecturers and other workers as shown in the organization chart carried in the August bulletin.

So far there has been no uniform method of organizing a given state or province. Committee chairmen have, in many instances embodied the whole committee and attempted to do all the work alone, though the best success has undoubtedly been achieved where the territory has been cut up into its component parts with a chairman and an active committee directing each.

Most of the suggestions for organizing and carrying on the campaign which are sent out through the executive office are contained in the "Campaign Notes" except those urgent matters and information of a more specific nature which is sent to State and Provincial Chairmen through the medium of form letters for transmittal by them, through appropriate channels, to the other workers in their commonwealths. Literature too has heretofore been sent to the State or Provincial chairmen and this method will be continued unless the office is otherwise advised. *Any requests for alteration of these arrangements will, we hope, reach the office by October 1 when it is planned to send out a quantity of campaign material.*

SUPPLIES FOR THE CAMPAIGN

The proceeds of the Lasker Memorial Fund, established by the family of Mrs. M. Lasker, in memory of her son, Harry M. Lasker, are this year being applied to an activity which the Society has hoped for two years to be able to accomplish. We refer to the reproduction of the colored cancer exhibit which has now been lithographed in six colors on cardboard 14 in. x 22 in. A copy of this striking and instructive exhibit will be available for each of the Society's committees (some 700 in number) and will be sent direct by the Acme Lithograph Company, New York, about October 1.

The Society is ordering 1,000,000 copies of the little circular "Vital Facts About Cancer" which will also be sent about that time. *Will State and Provincial Chairmen kindly make known their wishes with regard to this shipment. If they prefer that the material not be shipped to them for transmittal to their district, county and local committees, information as to whom they should be sent, and the proportion which each should receive, will be greatly appreciated.*

The letter written by Dr. Frank Billings of Chicago for special reading in churches will be printed in an edition of 500,000. May we ask once again that the State and Provincial Chairmen notify their various committees concerning this in order that arrangements may now be made with the clergy throughout the land for the reading of this short, earnest and authoritative letter? Remember that it is also suitable for reading before lodges, clubs, and all manner of assemblages where time will not permit of a longer address.

The Metropolitan Life Insurance Company has submitted and secured the Society's endorsement of another excellent cancer circular entitled "A Message of Hope." Besides supplying this to all its managers and agents for distribution to policyholders, the Company has liberally allotted 500,000 to be sent to our Cancer Committees. These circulars will be sent direct by the Company about October 1.

THE POST OFFICE DEPARTMENT CO-OPERATING

The following letter is published at this time for two reasons—first, for the purpose of showing in some small way the appreciation of the Society for the timely cooperation of Postmaster-General Work, a member of the Society's Advisory Council; and second, to show what three progressive

Committees have done, in the hope that others may follow the example while there is still time:

Office of the Postmaster General
Washington, D. C.

August 24, 1922.

Dr. Francis Carter Wood, Acting Chairman,
American Society for the Control of Cancer,
1145 Amsterdam Avenue, New York, N. Y.

My dear Dr. Wood:

I am in receipt of a communication from Dr. Charles A. Powers, President, American Society for the Control of Cancer, dated Denver, Colorado, the 17th instant, who asks that I address you with reference to his request for authority to use special dies on canceling machines in seven post offices in the State of Colorado, bearing the legend "National Cancer Week, Nov. 12-18," these dies to operate at the following offices:

Denver, Colorado Springs, Pueblo, Greeley,
Canon City, Boulder and Grand Junction.

I am pleased to advise you that the request of Dr. Powers will be granted and an order will be drawn on the contractor to engrave these dies at the earliest date possible and to transmit them to the postmasters at the several offices mentioned, who will be instructed to place them in operation immediately upon their receipt. The bill for payment will be forwarded by the contractor direct to Dr. Powers in accordance with his request. These dies will cost approximately \$30 each.

It is noted from Dr. Powers' letter that it is the desire to secure special dies advertising "National Cancer Week" to operate in various states and he advises that as these dies cannot be paid for out of your National budget the expense incident to their manufacture must be met by the State Chairman in the various states for which these dies are to be requested.

I desire to state further for your information that it requires approximately four weeks to secure special dies from the contractor and I regret to say that it is very doubtful whether dies for each state advertising the "National Cancer Week" to begin November 12, next, could be manufactured and placed in operation in sufficient time to give the campaign proper publicity.

You may rest assured, however, that I shall be pleased to render any service within my power to further the interests of this campaign."

Sincerely yours,

(signed) Hubert Work,
Postmaster General.

A few days ago a special communication on this subject went forth to State Chairmen and we are glad to be able to report that word has already been received from Dr. H. H. Kerr, Chairman for the District of Columbia, that three such dies have been ordered for the city of Washington and Dr. Geo. McKenzie, Chairman for Nevada is to provide one for Reno.

Who's next? Of course, local city committees may undertake this activity independently if they desire.

ACTIVITIES IN CANADA.

The Annual Meeting of the Medical Society of Nova Scotia, held at Sydney, on July 5 was made the occasion by Dr. John Stewart, Provincial Chairman in that District, for arousing a goodly amount of cancer interest. Dr. Stewart was fortunate enough to secure Dr. Robert B. Greenough, of Boston, to deliver an address with reference to the Society's work and we provided him with a copy of the cancer film and a set of lantern slides as well as literature for distribution. Word received from Dr. Stewart since this meeting indicates that it was in every way successful and also that the other two provinces under his direction—New Brunswick and Prince Edward Island—conducted meetings about the same time at which the film and slides were shown.

We have just received an order from Dr. Stewart for the purchase of a copy of the film for use in these three Maritime Provinces.

The Canadian Red Cross is also cooperating with the movement. We have recently received an order for a large quantity of literature from the Prince Edward Island Division of the Canadian Red Cross, and Dr. Ruggles George, of the Health Information Service, has offered his assistance to Dr. George E. Armstrong, of Montreal, the Society's Regional Director for the whole Dominion.

Dr. Armstrong is laying plans for the "Cancer Week," his first effort being to secure suitable newspaper contacts and publicity. Under date of August 30 the Montreal Gazette carried an excellent article submitted by Dr. Armstrong entitled "Cancer Week Here—Educational Movement." In this article Dr. Armstrong announced the coming of the "Cancer Week," gave the names of the Provincial Chairmen throughout the Dominion of Canada and stressed the fact that the campaign would be educational and essentially hopeful. Enough information was contained with reference to the disease itself to make the article most valu-

able for public consumption. On the same day the Montreal Star carried an extensive front-page cancer article. It was a statistical study made by Dr. M. O'B. Ward, Chief of the Statistical Department of the City of Montreal.

The first gun has been fired and the following resolution received from Dr. G. F. Dewar, Secretary of the Prince Edward Island Medical Society after the meeting held there in July is significant of the attitude and spirit now being manifested with reference to the cancer control movement in Canada:

July 12, 1922.

"At the annual meeting of the Prince Edward Island Medical Society held in Charlottetown today, Dr. John Stewart, of Halifax, organizer for the Maritime Provinces delivered a very interesting address to a mixed audience, after which a film was shown, through the kindness of Mr. C. J. Gallagher, at "The Strand Theatre."

The following resolution was carried unanimously, viz.:

Moved by Dr. Alex McNeill of Summerside and seconded by Dr. S. R. Jenkins of Charlottetown, that the thanks of the "Medical Society of Prince Edward Island" be conveyed to Dr. Stewart for his very excellent address, and that the Society extend to the American Society for the Control of Cancer a commendation and appreciation for services rendered to the public.

It was also on motion resolved that a copy of the minutes containing this resolution be sent by the Secretary to "The American Society and further, that an endeavor will be made to take part in the Cancer Week."

FIELD NOTES

The trips of the new Field Director are bearing out the most sanguine expectations of the Committee. In no other way can close contact be maintained between the Executive Office and the

field and the following notes show how useful this service is to the State Chairmen.

The trip to the New England states the last week in August was made for the special purpose of consulting with Dr. Greenough and of becoming acquainted with the field problem in New England. Only the Committee on Publicity of the Massachusetts Committee was seen. After talking over in detail conditions in the various New England States, and going over Dr. Greenough's correspondence, the trip was further extended to Burlington, where Dr. Charles F. Dalton, State Chairman for Vermont, directed the formation of a local committee. Splendid cooperation was obtained from the following individuals in Burlington: Miss Elizabeth Van Patten, Dr. Patrick E. McSweeney, Dr. T. S. Brown, Mrs. Chapin, Miss Agnes Dooley, Mrs. C. H. Jones, Mrs. E. H. Reed, Bishop Rice, Miss Bertha M. Terrell. Mr. Laurence Kelty, of Montpelier is also actively interested.

Wolfeboro, New Hampshire was next visited, where Dr. F. E. Clow, Chairman for that State, seemed to have things pretty well in hand and is planning to show slides in all the motion picture theatres.

A trip to western Pennsylvania made the early part of September was directed particularly to the organization of Alleghany county, it being thought best to form a somewhat model organization in one locality. Dr. E. A. Weiss, who has been Chairman for the whole of Western Pennsylvania, appointed Dr. Richard J. Behan as Chairman for Alleghany County, and the following Committee has been appointed to assist Dr. Behan in that part of the State: Dr. E. A. Weiss, Dr. R. R. Huggins, Dr. J. I. Johnson, Dr. F. J. McParland, Dr. Lawrence Litchfield, Dr. K. I. Sanes, Dr. Cary Vaux, Dr. John McCullough, Col. S. H. Church, Mr. W. E. Mott, Mrs. Rauh, Miss Duncan, Miss Dorsey, and Miss Turnbull, all of Pittsburgh and vicinity.

Have you considered asking your Governor to issue a Proclamation for National Cancer Week, Nov. 12-18? Some States have.

The official head of your church should be glad of the opportunity to call this campaign to the attention of his clergymen and to arrange for the reading of the 5-minute letter written by Dr. Frank Billings or of some other suitable announcement or message.

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CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

VOL. IV

OCTOBER, 1922

No. 10

THREE TRIBUTES TO THE SOCIETY'S WORK

Editorial by Dr. Balfour—Dr. Donald C. Balfour of the Mayo Clinic who, until he recently returned to Rochester from Denver, was Regional Director of this Society for the Rocky Mountain States, has just contributed a noteworthy estimate of the Society's work as the leading editorial in the August issue of *Surgery, Gynecology and Obstetrics* which is the official journal of the American College of Surgeons. Dr. Balfour states that one of the improvements of modern medicine has been the dissemination of knowledge on matters of individual and public health and the article deals largely with cancer and points out that one of the most common misconceptions is that the knife spreads the disease.

"If the cures of cancer by early operation could be given the publicity that is given to failures to cure by late operations, this misconception would be quickly dispelled," says Dr. Balfour. "The desirability of more comprehensive and organized efforts to acquaint the public with the vital facts concerning cancer led to the formation of the American Society for the Control of Cancer. The Society, under the presidency of Dr. Charles A. Powers, of Denver, in November, 1921, concentrated its activities in its first "Cancer Week." During this week, every possible means was utilized to give nationwide publicity to the facts concerning cancer. Short talks were given by physicians to more than two million people; moving pictures telling the dramatic story of the curability of cancer in its early stages and the certain fatal-

ity of the disease in its late stages, were exhibited in all sections of the country. The article, "Cancer, a Message of Hope," by Dr. William W. Keen, was read in a great many churches on the Sunday of Cancer Week; street cars in some of the large cities were placarded with facts concerning cancer; articles on cancer appeared in many newspapers; special meetings of medical societies were called for symposia on cancer; talks on cancer were given at public meetings held under the auspices of the American College of Surgeons; cancer clinics were held, and medical and surgical journals added their support to the campaign. Since the only immediate prospect of bringing about a decline in the death rate is through greater familiarity on the part of the public with the fact that in early diagnosis and treatment lies the one hope of cure, it is certain that such a campaign, particularly if followed up by continuous educational propaganda, as has been urged by the Journal of the American Medical Association, will save many persons from death by cancer.

"The American Society for the Control of Cancer, having as its chief aim the circulation of information concerning cancer, deserves the encouragement and aid which comes from the interest and active support of the medical profession. Of equal importance would be the efforts of the profession to decrease the fatal period of delay between the time the patient seeks advice and the time proper treatment is advised and carried out."

Appreciation from Tulane Medical School—In the July bulletin of the Tulane University

Dr. Frederic A. Bealey of Chicago has been appointed State Chairman for Illinois.

The campaign gets under way in Denver by a radio talk by Dr. Powers on the 13th.

In New York City Dr. Wood addresses Rotary Club on Oct. 26th.

School of Medicine, New Orleans, the following editorial comment is carried:

"An innovation has been started by the American Society for the Control of Cancer which we hope will be imitated by other associations interested in establishing closer relations between the medical profession and the public. The Society presented each member of the graduating class with an envelope containing a lecture outline* and sample lecture to a lay audience on the subject of cancer; "Fighting cancer with facts." "How the public health nurse can help to control cancer," "Message of hope" (W. W. Keen), "Prevention and cure of cancer," "Vital facts about cancer," "What are you going to do about it?" "What we know about cancer." All of it material of the greatest value to the graduate himself, giving him the most important data concerning the latest knowledge obtained by research in cancer, and also abundant, well planned and most authoritative texts for the preaching of the Gospel of Cancer Prevention, and impressing upon the public at large the great menace of this disease. Physicians who are interested in this literature, and all should be, would do well to address the American Society for the Control of Cancer, Penn Terminal Building, 370 Seventh Avenue, New York."

This distribution to the graduating class of Tulane was effected at the special request of Dr. Rudolph Matas, Professor of General and Clinical Surgery at the medical school. Dr. Matas is one of the Vice-Chairmen of the Society and this is but one instance which proves his interest in the Society, and his determination to disseminate its message. As he says in his letter bearing upon this subject, "I am confident that the existence of the Society, its purpose, and its aims will be impressed more forcibly in the minds of these young men than could be done in any other way."

An English Letter—In *The Lancet*, September 16, 1922, there appears a most excellent letter to the editor by Dr. Joseph E. Adams, London. In this letter Dr. Adams deplores the ever increasing death rate from cancer as shown in the Registrar-General's returns for 1920 in England and Wales. The report shows 43,687 deaths from cancer in a population of less than 40 million people or a death rate of more than one per thousand.

Dr. Adams asserts that the medical profession is in duty bound to do something about

this condition saying, that while the profession is not responsible for the creation of diseases it does accept the responsibility of curing them, and wherever possible of preventing or controlling their extension. He gives well merited praise to that excellent book published in 1906 by Mr. C. P. Childe entitled, "Control of a Scourge" and mentions the sporadic attempts on the part of the Cancer Research Fund of Ireland and certain medical officers of health notably that official for Leicester to carry instructive information to the general public. He speaks also of the special medical writers in the lay press who are beginning to let in the light of day on matters medical and surgical and he urges that they extend this type of education even more widely in the early signs of malignant disease.

In speaking of the cancer control problem in this country Dr. Adams says: "In America they do these things differently. There they have a powerful Society for the Control of Cancer, and much work is being done by it to enlighten the public as to its early signs and the dangers of delay. The power of the press and the pulpit are both being utilized in this good cause, and I believe I am right in saying that this society organizes "Cancer Weeks" from time to time. Now this sounds horrible, but I believe with our present lack of precise knowledge it is the most satisfactory road to success in treatment."

Dr. Adams takes courage for the future by reason of the fact that the League of Red Cross Societies in Geneva is contributing something definite in the way of educational anti-cancer propaganda, and that the British Red Cross is anxious to help. He urges that some specific body should be formed in England to combat this disease which Dr. Adams calls "The Worst Pathological Enemy."

The editorial reply to Dr. Adam's letter in the September 23 issue of *The Lancet* is not, however, so encouraging. While admitting that a continuous educational campaign would result in a reduction in the number of inoperable cases of cancer in those sites which are capable of accurate diagnosis it is explained that such a continuous campaign is expensive and that the only effective way of controlling cancer anyhow lies in increasing our knowledge of the disease. That such a continuous educational campaign is expensive, we of the American Society for the Control of Cancer

*This Standard Syllabus and the lecture are being used by lecturers during "National Cancer Week."

well know. That we must await further research as to the causation of cancer before effecting any considerable control of the disease is not at all believed in America. Not only those engaged in experimental and clinical research but also physicians in general and hospital practice who observe large numbers of cancer patients assert, that thousands of lives could be saved each year if the public is but accurately, thoroughly, and we may add, repeatedly informed of the early signs which indicate the beginning of a cancer.

HELPFUL SUGGESTIONS FROM DR. RUSH.

We have at last discovered the way to make our campaign suggestions something more than mere paper outlines. By taking the plan of organization and activities into the field and attempting to apply it in a specific way, Dr. Rush has been able to translate these more or less empty words into live, pulsating, kinetic action. From his recent experience in Indiana where a state-wide organization has now been set up, he has formulated the following concrete plans for forming a truly representative committee, whether in State, County or local districts. He suggests that they be organized in general along the following lines:

a—They should be composed of six or eight of the best medical men available in that particular community and shall, if possible, embrace all of the medical and surgical specialties.

b—In addition to this a representative of the State Federation of Women's Clubs and of the County and local women's clubs should be on the committee.

c—A representative of the State, County and local Chamber of Commerce should be included.

d—A representative from the State, County and local Board of Health should be included.

e—A representative from the various life insurance companies should be included on these committees.

f—A representative from the Red Cross should be included.

g—Representatives from each of the churches should be included.

h—Representatives from the nursing profession should be added, together with representatives from any civic clubs such as the Rotary, Kiwanis, etc.; and from the fraternal

organizations such as the Masons, Elks, Moose, Knights of Columbus, and others.

After the formation of these committees they should be divided into sub-committees on: 1, Publicity; 2, Finance; 3, Extension and 4, Lecture Bureau.

The functions of these sub-committees are outlined by Dr. Rush as follows:

1—**The Committee on Publicity.** One of these members would be instructed that his duty is to see that the slides and "The Reward of Courage" be shown so far as possible in the moving picture houses in his locality. Another member should see the editors of the papers to place news articles and editorials. He should also endeavor to have the papers carry cartoons where an illustrator of this kind is on the staff. Another member of the committee would arrange for places in which the National Society's literature could be distributed to the best advantage; and perhaps secure the cooperation of all traction companies for the purpose of having display posters in trolley cars.

2—**The Committee on Finance.** The chief duty of this committee would be to raise funds for the campaign in their particular locality. Members of this committee should approach philanthropic persons; interest them in the work and get their support. They should also approach the life insurance companies and show them that it is to their advantage to support this movement for longevity.

3—**The Committee on Extension.** The work under this head would be to get members for the National organization so that between the annual Cancer Weeks the interest in the cancer control movement may be kept up through these members receiving the society's monthly bulletins and other publications.

4—**Lecture Bureau.** Under this heading lectures should be arranged with various organizations and such details as the time, place and the assignment of the lecturer (who should be a member of the medical profession) to meet these engagements, should be made.

These are only suggestions; as one goes along in the work of organization other lines and methods will suggest themselves. Under the head of Publicity we might well include clinics at the various hospitals for physicians during Cancer Week, broadcasting from radio

All literature to be sent out on quotas has been shipped. If more Vital Facts About Cancer, Metropolitan circulars or Dr. Billings' letter are desired, place orders either with your State Chairman, who has been provided with extra quantities, or by wire with the National Office.

stations, and the showing of the National Society's colored exhibit (the Right and Wrong Way) in public places.

WHAT HAPPENED IN YOUR COMMUNITY DURING "CANCER WEEK?"

It is one thing to organize a campaign of public education. It is even more difficult to "carry through" successfully after the organization is effected. It is often still more difficult to find out after it is all over just what has been accomplished.

There is an inevitable let-down after the stress and strain of such an intensive effort has come to an end. There is an easily understandable feeling that the work has been done and that nothing more is necessary at present. This is not wholly true, however, for there

remains one final thing before the campaign can really be called finished i.e.—A Report of Results. This is essential as a means of showing those interested and particularly the supporters of the Society just what took place. This might be called the bookkeeping of the Society and headquarters is responsible for seeing that the books are balanced.

May we therefore request as a special courtesy to the office that the appended form be filled out by each person who participated in or has knowledge of the activities of the campaign, and that it be sent either to the Society at 370 7th Avenue, New York City, or to the State Chairman or to the County or local chairman in his district. This will doubtless result in some duplication but that is far more to be desired than an insufficient accounting.

CANCER WEEK REPORT, 1922.

(This is not designed as a detailed report form such as will go personally to Chairmen of Committees; but is expected to bring in additional information which might otherwise not be received.)

City of

- A. *Number of newspaper articles. (Kindly clip from your local papers, and from other publications reaching you, all cancer articles; note upon them the name of the paper and date of issue and send to headquarters after "Cancer Week.")
- B. Number of theatres in which lantern slides were shown.....
Number of theatres in which cancer talks were given.....
Number of theatres in which literature on the subject was distributed.....
Number of theatres in which the Society's cancer film was shown.....
- C. I know of.....lectures given in my town with an approximate attendance of..... These were as follows:

Name of Organization	Lecturer	Attendance
.....
.....
.....
.....
.....
.....

- D. To my knowledge Dr. Billings' letter was read inchurches andlodges here. The approximate total attendance was.....
- E. There were cancer clinics held here during the week with a total attendance of.....patients.
- F. Other interesting features of the campaign were:

* The Society is now sending popular newspaper articles to over 1,000 of the leading papers of the country. These are being printed and are often copied by papers in smaller communities. We are most anxious to learn how widely this material is being used and will greatly appreciate any cancer articles which from time to time you may clip and send in.

DEC 7 1922

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

Price \$1.00 per Year

VOL. IV

NOVEMBER, 1922

No. 11

PRESIDENT HARDING'S ENDORSEMENT

Last Spring the Executive Committee empowered Dr. Powers to bring the National Cancer Week of 1922 to the attention of President Harding in the hope that he would be willing to publicly endorse the movement. The President's letter, addressed to Dr. Powers on this subject, follows:

"November 2, 1922.

The White House,
Washington.

My dear Dr. Powers:

"I am glad to have my attention called to the vigorous campaign that the American Society for the Control of Cancer is inaugurating. When we consider what scientific investigation and the application of medical or other methods have accomplished for the substantial elimination of smallpox, yellow fever, of malaria, of typhoid and other diseases that were once among the greatest curses of the race, we are certainly justified in hoping that such a determined effort as the medical profession is now putting forward will have greater beneficent results in reducing the death rate from cancer; to say nothing of the hope which we all entertain, that at last a specific for its prevention may be found.

"To you, who are much more familiar with such details than I, it is unnecessary to suggest the tremendous toll which this disease annually takes from the community. For some reason which seems unaccountable, a vast deal of mystery and reticence concerning cancer has always existed and has interfered greatly with effective efforts to combat it in the early stages when it can be dealt with effectively.

"I am assured that nothing could be more useful than to dissipate this atmosphere of mystery and horror, and to induce people to be frank and honest with themselves and their medical advisors. It is certainly strange that concerning this particular disease there should linger, in this intelligent day, something curiously reminiscent of the ancient superstition and awe that was popularly entertained regarding the predestined fatality of some diseases which are now so thoroughly controlled. I hope that the effort you are making to create a proper public understanding of the whole subject, through the activity of 'Cancer Week,' will be marked by a great success along these lines.

Sincerely yours,

(Signed) "WARREN G. HARDING."

Dr. Charles A. Powers,
University Club,
Denver, Colorado.

THANK YOU ALL

The National Cancer Week for 1922 has now passed into history, the chronicle of which will be written as soon as reports are received.

From the meager returns already received at the office, we feel perfectly safe in asserting that this year's campaign has been far more successful than that of 1921.

We therefore extend our grateful appreciation and our sincerest congratulations to all those who helped to make this campaign so successful. This includes not only the representatives of the thousand committees of the Society, but all the other organized groups and individuals who contributed to this noteworthy undertaking. We have thanked all of those with whom we have been in communication, individually and severally, but are glad of this opportunity to commend and express our gratitude to them in this somewhat more public way.

NOTICE

Will those Chairmen,—County, District, or State,—who send in consolidated reports for their regions kindly indicate how many cities, towns or villages, are covered in the report. When these reports are all in, we will know how many individual communities held some activity with respect to the National Cancer Week.

POST OFFICE COOPERATION

One of the methods frequently used for bringing a special event to the notice of the public is the postal cancellation die which advertises on canceled mail the activity and the date on which it will occur. This matter was brought to the attention of the Executive Committee by Dr. Powers last Spring, and while it was not feasible, because of the cost, for the Society to undertake to procure these special dies from the Post Office Department, Dr. Powers was empowered to take the matter up with Postmaster General Work in order that such dies financed by state or local committees might be installed in post offices of their cities. Dr. Hubert Work, member of the Society's Advisory Council, as well as Postmaster General, kindly agreed to make such arrangements at the request of Dr. Powers, and the following cities made such requests and had such dies installed on the canceling machines in their post offices prior to and during National Cancer Week:

Denver, Colo.	Charleston, W. Va.
Colorado Springs, Colo.	Wheeling, W. Va.
Pueblo, Colo.	Oklahoma City, Okla.
Greely, Colo.	Boston, Mass.
Canon City, Colo.	St. Louis, Missouri
Boulder, Colo.	San Francisco, Cal.
Grand Junction, Colo.	Rochester, N. Y.
Washington, D. C.	Reno, Nevada.
Little Rock, Arkansas	

PUBLICITY BY NEWS WEEKLIES

Some of the best publicity which the Society secured this year was obtained as the result of the cooperation secured by Dr. Powers from Mr. Will H. Hays of the Motion Picture Producers and Exhibitors of America, Inc. Through his good offices and the very valuable personal assistance of Mr. Paul Gulick of their Publicity Bureau, the four largest news reel producers and distributors,—Fox, Pathé, International and Selznick,—sent photographers to the Columbia Institute of Cancer Research and St. Lukes Radio-Therapeutic Clinic, where a most instructive X-ray feature was pictured for release during the National Cancer Week.

As these four exchanges cover practically the whole of the United States, it is estimated that these films will be seen by well over fifty million people by the time their whole circuits are covered. Some of them will probably be shown abroad.

Dr. Reuben Peterson, Chairman of the Michigan Committee reports that through the cooperation of Mr. H. M. Richey, Manager of the Motion Picture Theatre Owners of Michigan, a seventy-five foot cancer film was produced and carried as a trailer by all the largest theatres in that State throughout the Cancer Week.

Dr. Palmer Findley, Chairman of the Nebraska Committee reports that a similar film of sixty feet was produced and shown in all the picture houses in Omaha and Lincoln during Cancer Week and we have information which leads us to suppose that other local committees also utilized this method of getting the cancer message over to their public.

GENERAL PUBLICITY— HEADQUARTERS

We are told that the general publicity of the Society and its informative articles were even more widely disseminated than last year. This was carried out at the Executive Office under the general direction of Dr. Francis Carter Wood, Chairman of the Publicity Committee, Mr. Van Ness Harwood, Publicity Director, and the Executive Secretary.

Magazines.

One of the most remarkable responses to the Society's appeal for cooperation was received from the editors of magazines and periodicals. A letter was sent out the first of July at the suggestion of Mrs. Robert G. Mead and signed by Dr. Wood, as Chairman of the Publicity Committee to a special list of ninety magazines in the United States and Canada, supplied by Mr. Harwood. An agreement to carry either editorials, notices, or a complete

article on the subject of cancer, prepared by some member of the Society, or written by their own health editor, was received. Some of these representative publications which cooperated in this way were as follows:

<i>The World's Work</i>	<i>The Rotarian</i>
<i>The Woman's Home Companion</i>	<i>The Roystrofters</i>
<i>The Delineator</i>	<i>The Illustrated Companion</i>
<i>The Pictorial Review</i>	<i>The Rural Weekly</i>
<i>Good Housekeeping</i>	<i>The Family Herald and Star (Montreal)</i>
<i>Every Woman's World (Toronto)</i>	<i>American Labor World</i>
<i>Sunset Pacific Monthly Health</i>	<i>The National Geographic Magazine (Article procured by District of Columbia Committee)</i>
<i>Modern Hospital</i>	

and several others, which reprinted material from the Society's own publications. Many health journals and bulletins of State Departments of Health also were provided with special articles or prepared them from material furnished by the Society. As a result of these articles, which have only been out about three weeks, the Society has received approximately two thousand personal requests for information.

Newspapers.

The volume of newspaper publicity relating to the campaign has been enormous. It was felt that the editors of the press would not be as liberal with space this year as they were last which was the first National intensive campaign of the kind. Fortunately this was not at all true. We are sure that the Metropolitan press in New York City has carried even more of our publicity matter than before and *we again urge that everybody who gets this bulletin, clip and send in any cancer articles which they may see in their local press or in the magazines or periodicals which may reach them from time to time.*

A monthly press sheet comprising six columns of carefully prepared news articles is now being sent to over one thousand editors of leading papers in the United States and Canada. This has been most helpful and we find that the material is being used. The Nebraska committee ordered five hundred extra copies of the October sheet from which they have broadcasted radio talks every night during the Cancer Week.

FURTHER EXAMPLES OF COOPERATION

Metropolitan Life Insurance Company.

The Metropolitan Life Insurance Company's Welfare Division, under the direction of Dr. Lee

K. Frankel, printed a new cancer circular for this campaign. It was endorsed by the Committee on Publications of the Society and more than a million were distributed, five hundred thousand of which were sent out by the Company to the various chairmen of the Society's cancer committees.

College of Surgeons.

The American College of Surgeons under the direction of Dr. Franklin H. Martin, continues active in the cancer control educational campaign. The Society has recently supplied Dr. Martin with a copy of the cancer film which is being constantly used at his public meetings and we are just informed that Dr. Martin caused to be sent out, a special letter by the College of Surgeons to the Superintendent of each hospital of fifty beds or more in the State of Illinois, asking that arrangements be made for a cancer clinic some day during the Cancer Week, to which should be invited all the medical men in the community.

New York Rotary Club.

Under the chairmanship of Mr. Charles B. Gale of the Public Health Committee of the New York Rotary Club, useful work was done with the twenty-five Rotary Clubs in the 29th District which reaches the whole length of the Hudson River. With the hearty endorsement of Mr. Harlan H. Horner of Albany, District Governor, a letter was sent to the secretaries of the twenty-five Rotary Clubs in the District asking that the cancer poster be put up and the literature,—Metropolitan Circular and Dr. Billings' letter—be distributed at their meetings during the Cancer Week. It is also worthy of note to report at this time that following the address of Dr. Francis Carter Wood, before the New York Rotary Club at its meeting on October 26, the Club's Board of Members voted \$250 to the National Society in memory of its late Secretary, Mr. William J. Beamish who recently died of cancer.

Labor Sanitation Conference.

This organization serves as the vigilance committee of organized labor of Greater New York and is particularly interested in matters of public health. The Secretary of the Conference, Mr. Edward C. Rybicki, and its Medical Advisor, Dr. Louis I. Harris of the City Health Department, cooperated to the fullest. Besides the lectures which were given before the various locals, Mr. Rybicki secured excellent publicity in the labor publications of the city as well as in several other of the leading

newspapers and had the Society's new colored exhibit mounted and displayed at the various labor temples and assembly places in Manhattan and the Bronx. Mr. Rybicki has become so interested and is meeting with such a hearty response that he is determined to continue the campaign in Greater New York for another week in order to cover Brooklyn in the same way.

FIELD NOTES

In preparation for the National Cancer Week, Dr. J. E. Rush, our Field Director, journeyed to Indiana, Illinois, Wisconsin, Minnesota, South Dakota, Nebraska, Iowa, Kansas and Missouri, after helping in the organization of Vermont, New Hampshire and Pennsylvania.

Reports received at the office prove once again the value of this kind of personal assistance by one trained in organization methods.

* * * *

In Illinois, Dr. Frederic A. Besley has been selected as State Chairman and Dr. A. A. Hayden, Chairman of the Cook County and Chicago Committee. We are told that in the short space of one month, Dr. Besley succeeded in appointing active chairmen in forty-six counties. He also wrote an excellent short address for use by lecturers.

* * * *

The organization in Minnesota is now fairly complete, Dr. Verne C. Hunt having selected county chairmen throughout the State. In Minneapolis they have put off their Cancer Week until November 26 to December 2, when both Dr. Bloodgood and Dr. Rush will be with them.

* * * *

The State of Indiana has been divided into a Northern and Southern section with Dr. Miles F. Porter of Ft. Wayne, continuing as chairman in the

North and Dr. T. C. Kennedy of Indianapolis in charge of the South. This division of labor has worked out well, practically every county now being organized.

* * * *

In both Iowa and Kansas much increased activity over last year is reported. Dr. William Jepson of Sioux City has divided his State into seven districts and each district chairman has appointed his men to lead the work in the respective counties.

Dr. Crumbine of Topeka, State Health Officer for Kansas, launched the work either through the county medical societies or, where it seemed desirable, through the county health unit of his Department.

* * * *

In Nebraska, Dr. Palmer Findley of Omaha again played a strong hand. His flying squadrons made up of teams of four physicians, were again effective. Forty-seven of these groups traveled from place to place in the State delivering cancer lectures.

* * * *

Dr. Taussig in St. Louis, Missouri has succeeded in getting this important State well lined up with forty-five district and county chairmen. He had the letter written by Dr. Billings, translated into Yiddish, Polish, Italian and Greek for church use.

In Kansas City, the New Public Health League is including a Section on Cancer Control in which the work of this Society will be carried on locally.

* * * *

In the State of South Carolina, Dr. R. S. Cathcart postponed its Cancer Week to the week of November 20 to 27.

* * * *

Dr. Joseph J. McMahon was made Chairman of Cancer Week activities in Milwaukee, while Dr. C. A. Harper, State Health Officer of Wisconsin, directed the campaign in the rest of the State.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein. **PRICE \$1.00 PER YEAR**

VOL. IV

DECEMBER, 1922

No. 12

MORTALITY FROM CANCER IN THE UNITED STATES, 1921 Hopeful and Expected

The department of Commerce announces that the returns compiled by the Bureau of the Census show that over 76,000 deaths were due to cancer in the death registration area of the United States in 1921, and, assuming that the remainder of the United States had as many deaths from this cause in proportion to the population, the total number of deaths from cancer in the entire United States for 1921 was 93,000, whereas for 1920 the number is estimated as 89,000 or 4,000 less than for 1921.

The trend of the cancer death rate is upward, the rate for 1921 being higher than that for any earlier year in 23 of the 34 states for which rates are shown. The cancer death rate in the registration area in 1921 was 86 per 100,000 population, against 83.4 for 1920. In comparing the death rate from cancer in one state with that in another, the bureau uses "adjusted" rates in order to make allowance for differences in the age and the sex distribution of the population, because, generally speaking, only persons in middle life and old age have cancer, so that a state with many old persons may be expected to have more deaths from cancer than a State with comparatively few old persons.

The highest "adjusted" cancer rate for 1921 is 99.6 per 100,000 population for the state of Massachusetts, and the lowest is 47.6 for the state of South Carolina.

For a few states adjusted rates have been calculated separately for the white and colored population. In this group of states the highest adjusted cancer rate for the white population is 95.9 per 100,000 population for New York, and the highest rate for the colored population is 90.6, also for New York. The lowest adjusted

cancer rate for the white population is 51.5, for Tennessee, and the lowest for the colored population is 36.4, for Florida.

Summarized briefly, the adjusted rates show that the Northern States have comparatively high and the Southern States comparatively low cancer mortality, and that there is little difference between the adjusted cancer rates of the white and colored races of the same States. In other words, the white and colored races seem equally susceptible to cancer, but both races seem less susceptible in the South than in the North.

These figures from so authoritative a source offer incontestable proof of the effectiveness of the campaigns which have been conducted by the American Society for the Control of Cancer.

In the Monograph surveying the cancer situation in the United States, which was published by the Census Bureau in 1916 at the request of the Society the rather startling fact is revealed that over 35,000 letters had to be sent to doctors in order to obtain sufficiently accurate diagnoses of cancer cases. This shows the enormous possible error in reporting a disease so difficult to diagnose as cancer.

That the *reported* deaths from cancer will increase as years go by, there is not the slightest doubt. The certification of deaths in many European states is far more accurate than in this country, and those which have the best records show the highest cancer rate, so that in a way, a high reported cancer rate is the best testimony of the accuracy of the death certificates.

It is certain that the Census Bureau's figures of 93,000 deaths is some 20 to 30 per cent. below the actual figures, for it has been shown that post-mortem examinations reveal unsuspected cancer in about 20 per cent. of the people who are so examined. Therefore, as the rate rises it does not mean that any more people are dying

of cancer, but merely that we know more accurately of what they are dying.

If the present interest in cancer as a result of the publicity campaign of the American Society for the Control of Cancer has resulted in an increase in the recorded deaths, it is equally true that it must have resulted in an increase in the number of people who have early and operable cancer and who have been cured. The records of such patients never appear in the death certificates of the Census Bureau.

All of these facts, therefore, prove beyond question the importance of redoubled efforts on the part of those who have so generously given of time and money in the support of the activities of the American Society for the Control of Cancer.

AN ADDITION TO THE LASKER MEMORIAL FUND

Readers of the bulletin will recall that early this year the family of Mrs. M. Lasker, of New York City, established a trust fund of \$50,000 in the name of this Society, to be known as the Harry M. Lasker Memorial Fund. The trust agreement provides that the income from this fund shall be expended for the following purposes:

1. The printing and distribution of educational literature to physicians, nurses and the general public.
2. The preparation and distribution of lantern slides for educational purposes.
3. The preparation, reproduction and distribution of exhibits for professional, scientific and public occasions.
4. The preparation, printing and distribution of display posters.
5. The production and distribution of moving picture films for the medical profession and public.
6. Such other means as may from time to time be devised or become available for the education of the public and medical profession within the purposes of this agreement.

One of the donors to this fund is Mr. A. D. Lasker, Chairman of the U. S. Shipping Board, and during the National Cancer Week recently brought to a close he, through his brother in New York, Mr. Edward Lasker, notified the Society that he was desirous of making an additional contribution in the amount of \$25,000 to be added to this fund. This is a most encouraging development, and one which is deeply appreciated by the Society. The lithographed exhibits which the income of this grant made possible, were displayed in about a thousand cities, towns and vil-

lages during Cancer Week. This addition to the fund will make it possible to do even more another year.

SOME UNIQUE PUBLICITY METHODS

We have so far received only a few reports from the field, but some of the publicity methods used to bring the Cancer Week to the attention of the public are most interesting and worthy of note.

Photographs of some of these features have been sent to the office, and we find that in Denver a large banner was strung across the principal street in front of a motion picture theatre advertising the fact that the cancer film, "The Reward of Courage," would be shown each day during the week. The Lasker Exhibit was mounted and displayed in front of a drug store and the large cancer poster, "If Daddy Had Only Known This," was attractively mounted and prominently placed in several of the principal stores. In this city as well as in Washington, D. C., trolley cars carried signs announcing "Cancer Week," and in the latter City the large bill boards were used in advertising the Week and public meetings. The street semaphores carried large circular signs labeled "Cancer Control" and Cancer Week stickers were attached to the windshields of automobiles.

In St. Louis besides mounting and exhibiting ten sets of the Lasker Exhibit, the Committee again used their street corner signs which were so effective last year. They were eight feet high, triangular in shape and were arranged around the electric light posts on twenty-five of the most important intersecting streets. The caption carried was as follows:

NATIONAL CANCER WEEK NOV. 12 NOV. 18

Early Cancer Can Be Cured

Know the Symptoms

**THE AMERICAN SOCIETY FOR
THE CONTROL OF CANCER**

**LOCAL HEADQUARTERS
8427 WASHINGTON AVE.**

These are, of course, merely representative of some of the methods employed by local committees to advertise the campaign. They indicate the possibilities to which this educational campaign lends itself, and should be highly suggestive to others for future use.

MESSAGE OF DR. FRANK BILLINGS

One of the most noteworthy features of the "National Cancer Week" was the preparation of a special letter by Dr. Frank Billings, of Chicago, to be read in churches, before fraternal organizations, and other similar groups. From all over the country we have received commendatory letters with reference to this project, and many personal letters from clergymen, who not only read the message from the pulpits, but, as a direct result of this activity, have become interested in the cancer control movement and are now actively carrying the doctrine of "early diagnosis and prompt treatment" to the members of their congregations. That this letter may be perused by all readers of the Bulletin, it is printed below in full:—

The **CONTROL of CANCER** **NATIONAL CANCER WEEK**

by

FRANK BILLINGS, Sc.D., M.D.

*Professor of Medicine, Rush Medical College
and the University of Chicago*

FROM the priest-physician of ancient times, the medical profession inherited and still retains the high ideals and altruism of the priesthood. This idealism is expressed in the avowed main purpose of physicians—"to relieve suffering and prolong life." Guided by this idealism modern medicine is the accomplishment of the medical profession, sanitarians and other scientists. *With the necessary co-operation of an enlightened educated public*, the application of known and tried reliable means of prevention has lowered the death rate of tuberculosis of the lungs,—the great white plague, fifty per cent. or more and has well-nigh eradicated typhoid fever, typhus fever, yellow fever, diphtheria, cholera, malaria, smallpox, bubonic plague and other diseases which have killed thousands upon thousands of people in the past. Through the efforts of the medical profession, nobly supported by philanthropic citizens in the education of the public, the death rate among infants and children due to diarrhoeal and other diseases, has fallen in many communities to a fraction of the former mortality. All this has been accomplished by the unceasing efforts of physicians and public health workers in educating the public and in the rational application of reliable methods of disease prevention, and in the utilization of scientific means of treatment.

Today physicians are fighting another dreadful plague,—**CANCER**. This disease has no terrors for the young for the death toll of this disease is not taken until mid-life. After the age of forty Cancer becomes one of the most potent agencies of the Angel of Death. Under the efficient leadership of the American Society for the Control of Cancer, the medical profession has announced that the week of November 12 to 18 is to be a nation-wide "Cancer Week" devoted to the attempt to educate the people to recognize the early symptoms of Cancer, in order that its victims may obtain prompt assistance and check the trouble in its beginning when a cure can be effected. When the disease is far advanced, it is always fatal; there is **NO LATE** cure for Cancer. In the **EARLY** recognition of Cancer lies the hope of cure!

Ninety thousand people die yearly of cancer in the United States and the number of deaths from this disease is steadily increasing. Many of these lives could be saved if the treatment of the disease were begun in time. Today ninety thousand people have Cancer in an early and curable stage; a majority of these will die of the disease unless they seek treatment in time to be cured.

Is it not still true, as of old, that we are our brother's keeper? Will you not help this cause by informing yourself of the early signs and symptoms of Cancer and by spreading the news to others? We ask you to help these sufferers before it is too late by joining in the Cancer Week activities. Above all, inform yourself as to the early symptoms of Cancer!

[Pamphlets of information can be obtained from the **AMERICAN SOCIETY**
for the **CONTROL** of **CANCER**, a purely philanthropic educational association,
the office of which is at 370 Seventh Avenue, New York City.]

FIELD NOTES

As Dr. Rush Sees It

Dr. J. E. Rush, the newly appointed Field Director of the Society, has returned to headquarters following the "National Cancer Week," with words of the most encouraging nature with reference to the interest and co-operation met with by him from the medical profession.

He says that where the physicians have not become actively engaged in the cancer control campaign, it is due invariably not to opposition or lack of interest, but rather to the fact that the problems and aims of the Society have never been definitely brought to their attention. A real desire to assist in the campaign was found by him to exist not only among individual physicians but also on the part of the organized profession as represented in its official state and county medical societies. Wherever he went and had the opportunity to present the Society's program in detail, he met with the most whole-hearted co-operation, for it became immediately apparent that the campaign of education was really a mutual problem of the Cancer Society and of the medical profession. Many county medical societies, appreciating this fact, gladly took over the responsibility of organizing and conducting the "National Cancer Week" under their own auspices, in close co-operation with the Society's local committee. In Denver, for instance, and in Detroit and Baltimore, as well as certain other cities, where this close association of interests was recognized, the news releases sent to the public press during "Cancer Week," were authorized and endorsed by the County Medical Society, though in some cases the articles were signed by a member of the local cancer committee.

There can be no question but that the problem is a mutual one, and the attack upon it should be conducted as a unit. It is a most encouraging augury for the future, that the medical profession as a whole, and its official journals, are now combining forces with the Cancer Society in a determined effort to acquaint the public with the known facts concerning this disease. This can have but one result,—namely, the eventual control of cancer.

* * * *

Dr. Rush is now busy on the preparation of a Letter of Organization, which he plans to send out to all State Chairmen shortly. In fact, he threatens to send out some suggestion each month.

* * * *

It is felt that this is the appropriate time to crystallize the interest of the various medical

organizations, and to this end, Dr. Rush is now working on a special article which he desires to have printed in the Journals of State Medical Associations and the Bulletins of the various County Medical Societies. The article will be entitled, "The Relation of the Physician to Cancer Education and Control."

It is probable that he will ask the State Chairmen to use their best efforts to get this article published. Would this not be the appropriate time, now, before this article reaches you, to include the editors of these journals on the State and County Cancer Committees? If this is not practicable, at least get in touch with them in order that they may consider this matter and reserve space for it if they can accept the paper for publication.

* * * *

We shall never know how many persons heard the Billings' letter read during "Cancer Week." We do know that half a million copies were printed and sent out to the field; we also know that the Archbishops in many large cities authorized its reading; that it was distributed generally to Protestant Clergymen, and that it reached the membership of many Fraternal Orders and Lodges.

* * * *

Reports on clinics,—that most practical application of the cancer control program for the general public,—are now being received. From Pittsburgh, Pennsylvania, and Des Moines, Iowa, for instance, where daily clinics were held during "Cancer Week," the following reports have been received

DES MOINES

Clinics in each hospital and health center.
Thirty clinics, 235 patients.

Health Center Clinic

Non-cancerous	44
Precancerous	20
Possible cancer	3
Undiagnosed	8
Cancer	4 (2 operable)

TOTAL 79

PITTSBURGH

Clinic each day in the City-County Building.
Total examined, 122.

Non-cancerous	101
Precancerous	12
Early cancer	6
Advanced Cancer	3

TOTAL 122

As a result of the "Cancer Week" activities, it is probable that several permanent clinics will be established.

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PRICE \$1.00 PER YEAR

VOL. V

JANUARY, 1923

No. 1

DR. CHARLES A. POWERS

Never is the inadequacy of mere words so truly realized as when one tries to frame suitable expressions of respect, sympathy and devotion in the memory of a friend, co-worker, and really great man such as was Dr. Powers.

He passed away at the University Club in Denver on December 23. He was found in his room having died from apoplexy.

As a teacher and as a surgeon Dr. Powers was respected and loved. The measure of this may be gathered by reading an extract from a letter from one who had known him in both capacities, Dr. Frank Le Moyne Hupp of Wheeling, West Virginia, the Society's Chairman in that State.

"... It would be impossible to measure with any adjectives of praise the work of our Chief, dean of the cancer workers of America, friend and healer of thousands. No doctor commanded greater loyalty and respect and confidence. He impressed his colleagues in the great things in American Medicine which he accomplished by the natural dignity and the simplicity of the truly great man. Truly such a life of labor and service to thousands needs no marble or bronze to perpetuate its memory. Good done at home and abroad in peace and in war, on so generous a scale is a living and pulsing thing that can never die. The cancer fight and the broader field of surgery is better for Dr. Powers' living, and the whole medical profession is the stronger and cleaner for his work. . . ."

As Major in the American Expeditionary Forces, he was made Chief of Surgical Service, spending most of his time at American Hospital No. 1, at Neuilly, France. Citation received from General Pershing following this service reads:

"By his professional skill he revolutionized the surgical treatment of faces mutilated by war wounds, demonstrating to the world how to restore them to normal condition, thereby rendering conspicuous service by this great contribution in saving the lives of many French and American soldiers."

Dr. Powers was already the possessor of the Belgian Order of Leopold, the French Legion of Honor and the Medaille de la Reconnaissance Francaise.

It is certain that he went as he would have wished and his good friends in Denver with the cooperation of Colorado's representatives in Congress, arranged that he should be buried as he wished. He was interred in Arlington Cemetery following most impressive military services in Denver on Tuesday, December 26. Having obtained permission from the War Department in Washington, the distinguished service medal was conferred upon Dr. Powers at St. John's Cathedral by posthumous award. It was one of the few presentations ever made under like circumstances.

A military escort accompanied the body to Washington where it was met by a host of friends, representatives of the Society, and a delegation made up of the District of Columbia Committee for the Control of Cancer and the District Medical Society.

At the January meeting of the Society which Dr. Powers had planned to attend, a special committee was appointed to prepare a suitable resolution to be spread upon the minutes and forwarded to Dr. A. J. Stevens of Malden, Massachusetts, step-father of Dr. Powers. The memorial record of the Committee is as follows:

In the death of its distinguished President, Dr. Charles A. Powers, the American Society for the Control of Cancer has suffered a sad and irreparable loss. As its leading officer his international scientific reputation, his executive ability and his sincere and lovable nature have been of incalculable value during the most trying period of the Society's existence. We, his colleagues and friends, mourn for him, and we extend our deep sympathy to his family.

To quote again from a letter received since the death of Dr. Powers and which seems to appropriately express the thought of the Officers of the Society, "We must strive all the more earnestly to 'carry on' in the cancer fight as a tribute of love and devotion to our fallen Chief."

PREVENTABLE CANCER

James Ewing, M.D., Professor of Pathology,
Cornell University Medical College,
New York City

In an article contributed by Dr. James Ewing, one of the leading exponents of the cancer problem, which was printed during Cancer Week in Health News, the monthly bulletin of the New York State Department of Health, many practical and useful facts were given, which, if heeded, will actually prevent much cancer.

In speaking of those types of cancer which are distinctly preventable, Dr. Ewing says:—

"Cancer of the tongue and mouth is nearly always the result of the irritation of bad teeth, and tobacco, often combined with syphilis. If these three factors were eliminated cancer of the mouth and tongue would practically disappear. Jagged, broken, and crooked teeth must be removed, the suppurating roots extracted and cleansed. Badly fitting plates frequently give rise to cancer, and should always be properly adjusted or, if necessary, discarded. It is not enough to remove obviously broken and ragged teeth, for cancer often results from the continuous abrasions or occasional deep lacerations from sharp-edged teeth, which are only slightly out of alignment. The dentist should grind off sharp edges of such teeth or crowns, and badly projecting teeth may well be extracted.

Tobacco smoke and tobacco juice are highly irritating to the mouth, tongue, tonsil and larynx. When combined with bad teeth this irritation seems peculiarly prone to cause cancer, while tobacco alone is responsible for many cases of cancer of mouth and tongue, tonsil, and larynx. It first produces the well known "Smokers Throat," which is red, dusky, congested and covered with granular elevations. Then chronic thickenings are followed by superficial erosions, producing small ulcers which come and go, until one of these ulcers, failing to heal, rapidly becomes cancerous; or white patches of leucoplakia appear which slowly change to cancer. Any persistent thickening of tissue, abrasion, sore, ulcer, or white spot in a smoker's mouth is a danger signal. . . .

The mouth, bacteriologically considered, is the dirtiest cavity of the body. Chronic infections and irritations caused by buccal filth are highly important factors in producing cancer, as well as many other serious diseases. The best way to remove them is by daily scrubbing with ordinary

soap and water, gargling the suds, and repeating the process until the mouth feels clean. One who learns to cleanse the mouth in this manner . . . will be permanently free from one of the causes of cancer. . . .

Cancer of the lip is a frequent disease and is generally preventable. Chronic irritation from pipe or cigar produces slow chronic thickening of the border of the lip, or warty outgrowth, which eventually becomes sore and ulcerated. Anyone can recognize such conditions and everyone should know that cancer begins in this way. In another group of cases a chronic erosion effects a considerable portion of the lip which remains sore and inclined to bleed for several weeks, and eventually becomes a broad flat cancer. In short, any persistent thickening, wart, or sore of the lip demands expert medical attention. . . .

The prevention of cancer of the uterus is largely a matter of personal hygiene, in which the element of local cleanliness is the most prominent. Nearly all cases of uterine cervical cancer occur in women who suffer from local abrasions of the cervix and chronic catarrhal inflammations. Women and their medical advisers should consider this somewhat difficult problem more seriously than has yet been done and endeavor to establish regulations of the toilet which will insure this particular form of cleanliness. These precautions are especially important in the case of women who have borne children. The services of a physician are probably necessary in most cases, at least to the extent of periodic physical examinations.

Cancer of the skin, although nearly always giving ample warning of its approach, still remains a common cause of deformity and death. . . .

Any chronic thickening, or warty, or nodular elevation in the skin, especially if persisting for years and tending to bleed and scab, requires attention as a possible beginning of cancer. Elderly persons much exposed to wind and sun often develop a brownish scaling, thickened skin, in which one or more points of cancer may develop, especially on the face.

The most serious form of skin cancer arises from the pigmented mole. Nearly every human being has one or more brownish spots on his body and only a competent physician can determine which of these are important. However, everyone should know the main features of the

dangerous pigmented moles, which are: A very dark color; a tendency to warty growth of the mole; steady increase in dimensions; a location which favors frequent bruising; any indication of soreness or erosion. Brownish spots showing any of these characters demand immediate medical attention. Never treat such spots with home remedies, and don't wait for them to disappear. It is not generally known, even by all physicians, that dangerous forms of these moles frequently appear on the soles of the feet, or between the toes, or about the nails, and at muco-cutaneous orifices. In these and other situations the brown color may be missing. Flat warts about toes and feet are nearly always dangerous. "Port Wine Stains" are generally harmless.

The preventable cancers belong almost entirely in the "irritation group." A great surgeon, Billroth, once said that cancer never develops in previously normal tissue, but only in tissue altered by some form of inflammatory irritation. Unfortunately this statement is too sweeping. Many cancers develop without any known form of irritation. We must leave them for future study and consideration. The important fact for the intelligent layman of today is that in many instances fatal cancer develops in his own person, under his own eyes, watched by him for weeks and months, and resulting from chronic irritation, usually associated with certain personal habits, which may be altered and corrected and thus enable him to escape the deadly penalties of preventable cancer.

WHAT THE LAYMAN SHOULD KNOW ABOUT CANCER

By Dr. Frederic A. Besley, Chairman of the Illinois State Committee

(This article was used in the form of a lecture by all the doctors assigned to address public audiences in Illinois during Cancer Week.)

The dreaded term cancer needs no definition even to a lay audience, for every one of mature age is all too familiar with the ravages of this death-dealing disease. Almost every family has had some member stricken with cancer.

Cancer is definitely on the increase in all civilized countries. Last year nearly 100,000 people died of cancer in the United States and in Illinois over 6,000 people succumbed to this malady. More people died of cancer in Illinois in 1921 than of tuberculosis in all its forms. One in every 8 women over 40 years of age dies of cancer and one in every 12 men over 40 years

of age dies of cancer. It is obvious that an intense effort on the part of both the lay public and the medical profession must be made to check the mortality and morbidity of cancer.

The principal object of this presentation is to make it clear that cancer is curable and to acquaint you with some of the early signs and symptoms of the disease and to invite and emphatically urge the cooperation of the laity in bringing these cases to the notice of well-trained and scientific medical men early in their course, to the end that many who now suffer and die may be saved.

It may be stated with positiveness that cancer is not contagious and it is highly probable that it is not hereditary in the ordinary sense of the word. Cancer is not a loathsome disease. It is not a venereal disease and it is not a disease that reflects any disgrace upon the individual who has it and, therefore, it should be freely discussed both in the concrete case and in the abstract.

It is probable that irritations of any kind on the surface of the body or in the hollow organs act as predisposing factors to the growth. The rough edge of a tooth, a pipe-stem irritating the lip, very hot fluids or foods taken into the stomach should be avoided because of the possibility of their harmful effects.

It can be stated with definiteness and positiveness that cancer always begins as a local disease and is capable of cure in a very large percentage of cases in the early stages. Cancer rarely begins before 35 years of age and little apprehension need be felt before this period of life. In later life any mole or wart on the surface of the body demands immediate attention, particularly if it begins to grow larger. A persistent ulcer or sore which does not tend to heal occurring on the face, lip, tongue, or inside of the mouth should excite your suspicion and you should consult your family doctor at once. A continued indigestion with loss of weight occurring in advanced life demands the most careful investigation by a competent medical man. Continued chronic constipation with loss of weight is significant. One of the earliest signs of a beginning cancer is an abnormal flow of blood from any of the hollow organs and it is particularly suggestive when it occurs at irregular times and is profuse. If such a hemorrhage occurs do not delay, but consult at once your medical advisor and he will institute an examination extensive enough to determine the exact cause of such bleeding and will apply

the proper treatment for its permanent cure. Abnormal bleeding is one of the *earliest and most essential signs of cancer*.

The discovery of any lump or swelling or growth in the breast, especially coming on later in life, demands a careful investigation for it may be potentially a cancer and its early and complete removal is the only safe assurance against disastrous results. Even an experienced surgeon cannot be positive of the nature of such a swelling without the opportunity of an examination after its removal.

In the present state of our knowledge it can be affirmed that cancer is at first a local disease and the most efficient method of cure is early removal by extensive operation performed by a competent and well-trained surgeon.

X-ray and radium have a most beneficial effect upon superficial cancers and they are valuable adjuncts to surgery, but from our present experience surgery offers the best hope of a lasting cure in most locations. Pastes of all kinds are only mentioned to be condemned.

In concluding, let me convey this real message of hope. Cancer always begins as a local disease and it can be cured in a very large majority of the cases when seen early and carefully removed. The medical profession recognizes its limitations in working alone and we are now earnestly soliciting your cooperation and support in stamping out this malady.

A PAINLESS LITTLE LUMP ONLY AS BIG AS THE TIP OF HER LITTLE FINGER AND YET, IF NEGLECTED, IT WOULD SURELY HAVE KILLED HER, AFTER MONTHS OF TERRIBLE SUFFERING

By W. W. Keen, M.D., Philadelphia, Emeritus Professor of Surgery, Jefferson Medical College.

The following article was prepared by Dr. Keen at the request of the editor of the Boston Medical and Surgical Journal and was published in that Journal during the National Cancer Week. It is a good illustration of how a painless lump may actually be a cancer and how important it

is to have such small growths removed before they have spread to a stage more difficult to cure.

"This is the brief and happy story of a wise woman who sought and immediately followed advice in a case of malignant cancer of the breast.

"A personal friend, a woman of fifty, rather stout, with a considerable layer of fat under the skin which obscured the evidence of any lump, while bathing discovered a lump, only as large as the end of her little finger, on the outside of the left breast, near the armpit. Three days later she consulted me.

"On examination, at first, as it was so small and embedded in fatty tissue, I found difficulty in discovering it. As I had retired from practice a few years before, I referred her to one of my surgical friends in her own city. He operated upon her as soon as arrangements could be made. He first made an incision over this little and apparently trifling lump, cut it out and had an immediate microscopic examination made. Within a few minutes the microscopist reported that it was a malignant form of cancer, which required an immediate, complete operation. At once he prolonged his incision and completed the operation, removing the breast and cleaning out the tissues from the armpit, including all the glands, and also removing any of the muscular tissues that could possibly be involved. The patient made an uninterrupted recovery, in a few days.

"This case illustrates the good sense of this woman. She had not had a single twinge of pain in this lump, but the moment she found it, she sought surgical advice and followed it.

"In my opinion her future is secure. The lump was so small and had evidently been there so short a time, that there was no discoverable enlargement of the glands in her armpit. I think she has just as good a prospect of completing her expectation of life as any other healthy woman of her own age.

"If only every woman would act as promptly, regardless of the absence of pain, how many a tragedy would be avoided."

NOTICE

ANNUAL MEETING
NEW YORK CITY
March 3 1923

Watch February "Campaign Notes" for place, hour and other particulars.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

PRICE \$1.00 PER YEAR

VOL. V

FEBRUARY, 1923

No. 2

NOTICE

ANNUAL MEETING—MARCH 3, 1923

When the Society was incorporated on May 15, 1922, the by-laws adopted at that time set forth the requirements of and the procedure for all subsequent meetings of the corporation or of any of its constituent parts.

The date for holding the annual meeting is now fixed by law as the first Saturday in March. This falls on March 3, and the meeting will be held in the offices of the Society, 370 Seventh Avenue, 16th floor, at 4 o'clock in the afternoon. At this meeting the members of the Society must elect the members of the Advisory Council to serve to April 1, 1924, also its Chairman and four Vice-Chairmen. They also elect the five members of the Board of Directors and receive the formal report of the year's receipts and expenditures presented by the Board.

The Board of Directors will also have its business meeting following the meeting of the Society, for the purpose of electing its officers. The Board also elects an Executive Committee of twenty and its Chairman; and considers the budget for the ensuing year.

The Executive Committee will also have a business meeting for the purpose of finally adopting the year's budget for presentation to the Board of Directors and will appoint its necessary committees for the year.

Evening Dinner Conference.

Following the business meetings at the Office in the afternoon a dinner conference of the Advisory Council including such Committee Chairmen as can attend will be held at one of the Hotels or Clubs. This will be a general "experience" meeting for the consideration and discussion of society activities. The place and hour for this meeting with an agenda and formal announcement will be mailed before the meeting to the members of the Advisory Council, Regional Directors and State Chairmen. The State Chairmen may of course invite such active members of their Committees as may be desirous of attending this conference.

PUBLIC EDUCATION THROUGH THE PRESS

Very fine cooperation has been secured by J. C. Campbell, M.D., F.A.C.S., Chairman of the Cancer Commission of the Medical Association of Georgia, and Georgia State Chairman of this Society with the Atlanta Journal of his City. The Editor has kindly agreed to carry a weekly article on six successive Sundays each devoted to some particular phase of the cancer problem. The first of these articles appeared on the editorial page Sunday morning, January 28th. This one is typical of the high excellence of the whole series, and we shall plan to publish more of them in the bulletin from time to time. This first article was as follows:

"During the past few weeks the American Society for the Control of Cancer and medical organizations all over the country have been trying to give the public such facts as will enable the laity to recognize cancer in its early and curable stage.

"The term cancer is derived from a Greek word meaning a crab, because it was supposed to have roots spreading out in all directions like the claws of a crab.

"Since the earliest time the composition of the body has been an object of investigation by scientific men. Hippocrates and Galen taught that it was made up of four fluids blended in definite proportions. An excess of one or another of the fluids caused disease; especially was this true of cancer. It was believed that a slow-growing cancer was caused by an accumulation of 'yellow bile.' A rapid-growing or 'eating' cancer was due to 'black bile.' This theory prevailed without dispute until well into the sixteenth century.

"The first quarter of the nineteenth century had passed before the true nature of animal tissue was discovered and it was demonstrated that the body as a whole was made of separate units called cells, just as a building is made up of separate units—bricks, stones, etc.

"All the tissues of the body arise from a single cell called an ovum, made capable of growth by fertilization. Within a few hours after fertilization the ovum has divided into a group of cells which begin to assume different shapes and tasks. To one is assigned the duty of forming the brain, to another the liver, and to another

the heart, and so on until every cell is employed. They work in harmony under a law established by nature. Each organ assumes a definite size and shape and is prepared to perform a definite function, so that at birth the completed body is presented to the world 'with all the characteristics of the species to which the primitive cells belonged and many of the peculiarities of the parents from which it sprang.' In the unborn or embryonic body, cell development is rapid and is characterized by certain peculiarities, many of which are found in cancer cells; these characteristics, however, are lost shortly after birth.

"A knowledge of the above facts is necessary before we can understand: First, that a cancer is simply a new growth of cells arising from some organ or part of the body; second, the cells of which this new growth is composed have reverted to the embryonic type; third, they have lost their relation to the laws of nature; so that, fourth, they grow wildly into the surrounding structure, penetrate the veins and lymph vessels, and are carried to distant parts of the body, forming secondary growths, metastases.

"The cells forming a cancer are outlaws, because they refuse to obey the laws of nature and remain within their normal sphere and perform their normal function. Like an uprising in society, the start is local and, if properly eradicated, may be cured, but, if allowed to spread, will soon become unmanageable.

"Although the most brilliant minds in the world are engaged in research and millions of dollars are being spent annually, the cause of cancer has not yet been definitely discovered. A great deal has been found out about it and we know how to cure it when an early diagnosis is made. No one can cure a late cancer—the only hope is to have competent professional care early.

"There are many kinds of cells in the adult body and all cancers do not arise from the same kind of cells; therefore, they are not all the same and do not react alike to remedies. The treatment that will cure one even in the early stages, may only hasten the growth of another. A careful study of the cells must be made before the proper treatment can be administered. Any one suspicious of having a cancer should see the family physician, who will give the proper advice."

PUBLIC EDUCATION THROUGH MAGAZINES

The list of periodicals which carried cancer articles in connection with National Cancer Week has already appeared in the bulletin. They resulted in hundreds of personal letters from individuals seeking further information and this feature was one of the most valuable of this whole campaign. Knowing the eagerness with which great numbers of persons are now striving to become informed concerning cancer we were particularly well pleased to learn that Dr. J. C. Bloodgood had contributed a popular article on the subject to that widely read, largely rural magazine—Farm and Fireside. During the past two weeks we have answered twenty-six letters written by persons who had read the article and who, desiring further information, had followed Dr. Bloodgood's suggestion to make inquiry at the Cancer Society's Office. Every mail is bringing in more and many of them are most interesting and suggestive.

If further evidence were required to prove the necessity of some such source of information and of a continuation and extension of the Society's effort, the following three letters, being representative of those continually coming to the office throughout the year, would, we feel, carry the case:

Total Ignorance

(This letter, received from a city which conducted one of the most active "Cancer Week" campaigns, proves that there still remains this man who hasn't yet learned that cancer is not contagious.)

"... I would also request the information that I cannot determine from anyone so far. Are clothes and personal effects of a cancer patient dangerous to handle or use? Should they be disinfected, sterilized, or what, if any are to be kept or given away for use. Are there any specific methods of infection, as from the sputum, or other bodily fluids, that would tend to infect clothing. If so, what is the proper procedure to comply with in regard to clothes and effects. . . ."

Saving Souls, But—

(Received from a minister in a north-central town. If our efforts through our State Chairman prove successful in curing this lip cancer, the patient may well thank the minister for de-

stroying the material received from this firm of "advertising quacks.")

"... I would ask you kindly to inform me whether a cure could yet be effected in a case like this one, and also the name of a reliable firm or physician to whom we could turn.

"As a minister, I have received letters from an Eastern firm of practising cancer specialists, two brothers, if my memory serves me correct, but I regret very much that I have destroyed their letters not having had immediate need of assistance of this kind. . . ."

A Cancer Missionary

(Of course ten copies of our best, popular pamphlets were sent. The moral is—no matter how old or how great a progeny one can boast when the cancer message first reaches him, he should immediately begin radiating cancer knowledge. The movement needs the help of all and literature is of course available for you.)

"... I have lived all my life (and am now 77 years old) without any knowledge of those signs. I suppose that in your great work you have some pamphlets relating everything, like in your article in the Farm and Fireside. I must tell you, I have ten children, five Sons and five Daughters, 20 Grandchildren and 1 Great-Grandchild.

"I would like to see one of your pamphlets in every one of their families, so they would be on guard against that dreadful disease. If you could mail me 10 of them I would be very thankful to you. . . ."

MAINE'S "TEN POINTS"

In the State of Maine our work is carried out through the Cancer Division of the Maine Public Health Association under the Chairmanship of Dr. E. H. Risley of Waterville, who is also Chairman of the Cancer Control Committee of the Maine Medical Association.

The coordination of the health work in this State through the Public Health Association has made it possible for Dr. Risley to utilize several of the State agencies represented in the Association such as the State Federation of Labor, The State Federation of Women's Clubs, The State Grange and the State Nurses' Association. Through these bodies the lecture work in Maine has been greatly increased during the past year, when some 2,000 comparatively small audiences were addressed, most of them during the Na-

tional Cancer Week when over 93,000 persons heard the cancer control message from his corps of lecturers.

Very recently the Public Health Association has issued a pamphlet entitled "The Ten Book," or "How To Keep Well" in which the ten essentials in the program of each of its Divisions are epitomized. That under Cancer written by Dr. Risley is as follows:

1. Cancer is not contagious and it is not hereditary.
2. Cancer may develop from any lump or swelling on or beneath the surface of the skin not otherwise easily explained. A wart or mole that shows sign of irritation or rapid growth may be cancerous.
3. Cancer may arise in any part of the body as a result of a constant irritation. A ragged tooth or a poorly fitting dental plate which irritates the tongue or mouth may cause cancer; or a poorly fitting corset may cause cancer of the breast.
4. Cancer is practically always curable if it is discovered and removed in its very early stages. Delay in the discovery and in the proper treatment of cancer causes thousands of preventable deaths.
5. People often do not consult a physician as soon as they notice any abnormal condition of the body, owing to a foolish fear of talking about such a condition with the doctor or with their family.
6. There is seldom any pain in the beginning of cancer. If you wait to feel pain from a cancerous growth, it probably will be too late to save your life.
7. Operation to remove a cancerous growth in its very early stages is a simple matter with very little, if any danger.
8. There were 938 deaths from cancer in Maine in 1920 as compared with 526 in 1900. The tuberculosis death rate, on the other hand, has been reduced more than half. Cancer also can be checked with your help.

9. A thorough medical examination of all our people once a year would probably cut the deaths from cancer in half.

10. If you suspect that some abnormal condition of your body is cancer, act at once. Do not worry, but remember that prompt action may save your life.

"IS THE GAME WORTH THE CANDLE?"

(A deduction drawn by Dr. Rush from certain clinic reports.)

The value of the cancer control campaign must in the last analysis be measured not only by the number of individuals who are reached with the message but by those who heed it.

It will be recalled that public cancer clinics were a part of the activities throughout the Country during National Cancer Week. From but a few of these, (eight), reports have already been received. The total number of patients applying at these few clinics was one thousand and seventy-one,—of which one hundred and seventy-nine were recorded as pre-cancerous and one hundred and six as early cancer.

It is in these two groups that we may institute measures that can reasonably be expected to result in preventing deaths from cancer; since late cancer is usually a hopeless condition.

A more complete study is being made of the grouping of these cases by anatomical location, and this represents merely a preliminary report. By grouping the total number of pre-cancerous and early cancer cases recorded at these few clinics, we have a total of two hundred and five patients whom we may well expect to receive material benefit from the campaign.

Let us assume that only one half of these, or approximately one hundred and forty will heed the advice given and by following it will avoid death by cancer. By taking the monetary value usually placed on the average human life, i.e., \$5,000,—this fragmentary report of one single activity carried out during Cancer Week justifies the assumption that we have here a saving in life valued roughly at \$700,000.

CAMPAIGN NOTES

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PRICE \$1.00 PER YEAR

VOL. V

MARCH, 1923

No. 3

REPORT OF THE ANNUAL MEETINGS

Matters of Business. On March 3rd in the office of the Society at 370 Seventh Avenue, New York City, the first important business meetings, since the incorporation of the Society May 15, 1922, took place.

Prior to the Annual Meeting of the members the Executive Committee held a brief formal business session at which the finance and membership reports were presented and ordered filed, and the budget for the fiscal year beginning April 1, 1923 was submitted and approved. Financial statements show that the Society had received from the time of its incorporation to February 28, 1923 \$40,338.85 including \$15,272.84 taken over at that time from the unincorporated Society. The expenditures total \$35,811.42 leaving a balance as of February 28th of \$4,527.43. The membership report shows 622 new members which brought the total up to 2443.

The Executive Committee approved the budget for the ensuing year in a tentative form. Some items in it have not yet been fully adjusted, but this provisional budget provided for an expenditure of approximately \$50,000, which was approved by the Board of Directors.

At the Annual Meeting of members the following persons were elected to the Board of Directors to serve one year from April 1, 1923.

Dr. Howard C. Taylor,
Mr. Calvert Brewer,
Mr. Thomas M. Debevoise,
Mrs. Robert G. Mead.

The membership also elected an Advisory Council of eighty-five members with Dr. Edward Reynolds of Boston, as Chairman; Drs. Clement Cleveland, of New York, Livingston Farrand of Ithaca, George E. Armstrong of Montreal and Rudolph Matas of New Orleans as Vice-Chair-

men. Mr. Thomas M. Debevoise, as Secretary of the Society, then read the Annual Report prepared by the Board of Directors which presented a full account of the financial standing of the corporation, with receipts, expenditures and personal property and the enumeration of the mortgages in which the \$50,000 Harry M. Lasker Memorial Fund had been invested, and the fact that the Mrs. Clement Cleveland Fund of \$1500 had been invested in Liberty Bonds.

Immediately following the Annual Meeting of members the newly elected Board of Directors convened and elected the following officers and Executive Committee to serve one year from April 1, 1923.

Dr. Howard C. Taylor, Vice-President.

Mr. Calvert Brewer, of the U. S. Mortgage and Trust Company, New York, Treasurer.

Mr. Thomas M. Debevoise, Secretary.

No final action was taken to fill the vacancy caused by the death last December of Dr. Charles A. Powers of Denver, the Society's President.

The Executive Committee elected at this time was as follows: Dr. Howard C. Taylor, Chairman; Calvert Brewer, Dr. LeRoy Brown, Mrs. Samuel Adams Clark, Dr. Clement Cleveland, Thomas M. Debevoise, Dr. Haven Emerson, Dr. James Ewing, Dr. John C. A. Gers-ter, Dr. Howard Lilienthal, Mrs. Robert G. Mead, Dr. George H. Semken and Dr. Francis Carter Wood, of New York; Dr. Joseph Colt Bloodgood and Dr. Thomas S. Cullen of Baltimore, Dr. Robert B. Greenough and Dr. Edward Reynolds, of Boston; Dr. Frederick L. Hoffman, of Wellesley Hills, Massachusetts; and Curtis E. Lakeman of Albany.

The evening Conference, at which some 20 members of the Advisory Council and State

Chairmen were present, was of the greatest interest and value both to the members of the Executive Committee, who have the responsibility for the formation of policy, and to the Chairmen, who gained many suggestive ideas for their own local work. The minutes of this Conference are being mimeographed to be sent out to the members of the Advisory Council, Regional Directors and State Chairmen. As the interest of the subjects discussed at this meeting is limited largely to those directing similar activities throughout the country, it was not thought appropriate to send copies to the members of the Society, except upon request.

BALTIMORE CANCER WEEK

The "Cancer Week" in Baltimore for 1922 was limited almost entirely to the careful preparation and the widest possible distribution and publication of a series of authoritative cancer articles. Arrangements were made with the newspapers whereby they agreed to take one article each day of the week relating to cancer in some particular part of the body. A statement concerning these articles, and preceding their publication, prepared by Dr. Joseph Colt Bloodgood, the Society's Chairman for Maryland, was as follows:—

Cancer as a Preventable Disease

Joseph C. Bloodgood, Baltimore.

"Remember that the Press of the Country can do more for the Cure of Cancer by the frequent publication of this correct information than the entire Medical Profession can accomplish by the late treatment of Cancer.

Cancer is a disease of ignorance. The cure of ignorance is information. At present the best medium for correct information to reach the largest number is the public press.

This country is spending millions on the education of men and women in the science and art of medicine, millions in equipping and maintaining hospitals, yet, the public fails to realize that the majority of people consult the medical profession and come into the hospital for examination and treatment in the late, rather than in the early stage of the disease.

The prevention of this is the education of the public.

They should be made to realize that as yet they are not reaping the full benefit of their investment in medical schools and hospitals.

The education of the public in regard to the earlier diagnosis and treatment of disease is as much a part of preventive medicine as the elimination of the mosquito for the eradication of malaria, proper water supply for the prevention of typhoid fever, vaccination as a safe-guard against smallpox, the giving of anti-toxin of tetanus in all accidental wounds.

Therefore the cure of cancer at the present time is not a drug, nor a serum, nor a ray, nor a miracle, but simply the education of the people as to the signs of its beginning in local lesions and the importance of an immediate examination which will lead to recognition and treatment in the most favorable stage for a cure."

The first article of this series, published in all the Baltimore papers on Monday, November 13, is given below. It will be noticed that no words are wasted in this presentation and that the essential facts are forcefully stated.

A Lump in the Breast

"When all women understand the message as some women have understood it, the United States Census Bureau will record a great decrease in the number of deaths among women over twenty-five years of age from cancer of the breast.

Any woman over twenty-five years of age who feels a lump in the breast today should be examined tomorrow.

When a woman feels a lump in the breast, or thinks she feels a lump, and is examined at once, the chances are that in fifty per cent. the lump she feels is only part of a lumpy breast for which there is no necessity for an operation and which has no relation to cancer.

If the lump the woman feels is found to be a definite lump by her medical advisor, an immediate operation is the best assurance of a permanent cure. When these definite lumps are immediately operated upon, in over fifty per cent. the lumps will be found to be benign (not cancer); the lump will be removed, the breast saved. If the lump proves to be cancer, the breast must be removed, and the chances of a permanent cure are over seventy per cent.

The woman who feels a lump in the breast and delays runs great risks. The lump which in the beginning may not be cancer at any moment may change into cancer. The cells in the cancer lump may break away and reach the glands in the armpit, when the chances of a permanent cure after operation are reduced from over seventy to twenty per cent. If the cells have migrated further into the internal organs, the chances of a cure are reduced to nothing.

All the women of this country need to know for their protection against death from cancer of the breast is this short message in regard to a lump in the breast."

Dr. Campbell on Cancer of the Lip

The second of the series of articles prepared by Dr. J. L. Campbell, Chairman of the Cancer Commission of the Medical Association of Georgia and State Chairman of the Georgia Committee of this Society, for the Atlanta Journal (the first of which appeared in the February issue of the bulletin) follows:—

"It would seem to the casual observer that cancer in so accessible a part of the body as the mouth would be recognized and cured at once, yet the reverse is true, for the best statistics obtainable show that at least 75% of all cancers of the mouth are at the present time fatal. This is because they do not receive the proper treatment at the proper time.

One of the most prominent surgeons in America has written an article entitled, "Cancer of the Mouth—A Preventable Disease," and so it is.

Cancer of the mouth occurs far more frequently in men than in women; 95% of all lesions are in men who have attained the age of 45 and over, the greatest number occurring about the age of sixty.

Cancer of the mouth is the result of long continued irritation. This was first observed in the natives of one of the Philippine Islands, who are in the habit of carrying a large nut between the cheek and the teeth. Then it was noticed that it occurred chiefly among tobacco users, one authority telling us that he never saw a cancer of the mouth in a person who did not use tobacco to excess.

It is often the result of irritation from a broken tooth or a faulty fitting dental plate. It occurs on the tongue at a point opposite a broken tooth; on the gum it is the result of irritation from "tartar" which accumulates around the neck of the teeth.

On the lip it is caused by the irritation from a pipe stem or cigars carried from day to day at a certain place. We may mistake cancer of the lip for an indolent "cold sore." If such a sore does not heal readily, be sure to see someone who is capable of making a diagnosis.

On the tongue, it is often just a white patch, "leukoplakia." Eighty-five per cent. of such spots are precancer, and can be cured if treated properly in the early stage. An elderly lady was seen who had such a spot on the tongue and was advised to have it removed. Several doctors were consulted, but their opinions differed as to the method of removal, so finally one said "Let it alone. If it doesn't trouble you any more than at present don't trouble it." This advice was accepted. A year later the spot had grown to the size of an English walnut. The glands were involved and she was doomed. At this time radium in massive doses was resorted to; it gave temporary relief, but did not cure. Proper treatment early would have prolonged her life and prevented much suffering.

Cancer of the cheek and gum may be recognized early as a sore with hard edges. These are usually improperly treated with mild caustics which only stimulate the cells to greater growth. If the mouth is kept in good condition and tobacco used only in moderation, all rough and unclean teeth properly cared for at once, cancer of the mouth will soon disappear. If there is

any doubt in the mind of anyone about a sore or spot in the mouth seek the advice of the family physician."

"PROGRESS AND RESULTS IN CANCER CONTROL"

Such was the title of an article written by Dr. Frederick L. Hoffman in the Boston Medical and Surgical Journal for February 22, 1923.

In this suggestive paper Dr. Hoffman says in speaking of cancer, and the danger of considering that, because of the rising death rate, nothing is really being done to control the disease—

"It is of the first importance to realize clearly the nature of the problem. The liability to cancer is unquestionably increasing much faster than the death rate. If it were possible to ascertain the number of cancer cases throughout the country, the number of successful operations, and the number of deaths prevented, the evidence would most conclusively support the conviction that cancer control is being realized to an increasing extent. Unfortunately such data are not as yet available, although much evidence to this effect is in course of being gathered. In other words, if it were not for the persistent effort to arouse the public to the menace of neglected cancer cases, the mortality would be decidedly higher than is actually the case —."

He then presents in a simple and comprehensive way the essence of the cancer control problem, "By its nature, the cancerous process can not be dealt with, as a rule, in its inception, but the required treatment must be delayed until the cancerous growth has reached perceptible proportions. Since cancerous growths are without nerves the early onset of the disease is painless. It is only when the cancerous growth has reached larger proportions, and presses upon other organs, that the symptoms become distressing. It is this peculiar situation which accounts for the large measure of public apathy, which in countless cases leads to death. The objective of cancer control is to arouse the public to the supreme importance of the earliest possible diagnosis, the earliest possible treatment, and the complete removal of the cancerous mass, in its earliest stages of development. To the extent that the public can be made to realize the danger of delay in qualified cancer treatment, and the urgency of the complete removal of the cancerous growth, lies the hope of results, which to an increasing extent are being secured, to the enormous advantage of those concerned. —."

He points out then the necessity for studying the various types of cancer since the disease does not manifest itself in a uniform manner in its different types and locations, and speaks of the specialized research regarding certain types of cancer now being conducted by the American College of Surgeons in cooperation with the American Society for the Control of Cancer through the activities of a special committee of which Dr. R. B. Greenough, of Boston, the Society's Regional Director for the New England States, is Chairman.

Certain cities showing a particularly high cancer mortality and significant increases in the death rate from this disease are then reviewed which Dr. Hoffman feels should result in arousing the medical profession and the public to a fuller realization of the extent and importance of the cancer problem. He speaks with well merited praise of the advance step taken by the John Hancock Mutual Life Insurance Company of Boston, which during the last National Cancer Week announced to its policy holders that it had effected an arrangement whereby its insured might receive early, competent examination and advice concerning any suspicious cancerous condition. This letter, mailed out at that time, read in part as follows,—“To aid in the scientific warfare against this disease, The John Hancock Mutual Life Insurance Company has arranged with the Cancer Commission of Harvard University to give its policyholders free examination and diagnosis for suspected cases of cancer at the Huntington Memorial Hospital.”

“The Hospital is equipped with a new and particularly powerful x-ray apparatus and with other facilities for the study and treatment of cancer, unsurpassed by any other institution of its kind in this country. All members of this company who may have need of this service should apply direct to the secretary of the company by letter or in person. A letter of introduction will be furnished to the physicians at the Huntington Hospital, who will make an examination free of charge and advise as to the best course to pursue. The company's arrangement does not permit of free treatment in case cancer is discovered, as that is not practicable; but we believe that the plan of free examination will prevent much needless suffering and, perhaps, save life. . . .”

Much more suggestive material is contained in this article, including cancer statistics from the important Canadian cities which are quite comparable to those in the United States, and toward the end he reiterates, “Progress in cancer control, while fostered by every form of cancer research, lies, however, chiefly in the direction of arousing the public to the menace of delay in cancer treatment. The most wholesome lesson that can be brought home to the public, the most useful truth that can be disseminated, is the simple statement that the earliest indications of any form of abnormality in the body, demand the utmost care and consideration and if necessary a radical form of treatment, whether operative, caustic or radiological, by means of which the cancerous growth is removed or completely destroyed. . . . and, “The mortality can be reduced and it must be reduced, but a reduction can only be brought about through the wholehearted and thoroughly perfected cooperation of the medical profession, the general public and the health authorities of the State.”

In commenting editorially upon Hoffman's article in the same issue of the Boston Medical and Surgical Journal the editor says among other things, “. . . The attack must be made . . . by so educating the people of this country that they will regularly consult a physician as soon as they reach an age where they become liable to cancer and also by so educating the medical profession that they can recognize early cancer . . .” and further, “. . . It will evidently be many years before the results of the publicity methods of the Society for the Control of Cancer, which Hoffman rightly praises, can become generally effective in the diagnosis of any but the external and accessible varieties of cancer. Yet as these are responsible for some 20,000 deaths in the United States every year, a part of the task to which the Society has set itself may see its achievement in the near future. That will be no mean victory over so doughty a foe as cancer. In the meantime, however, the best test of the efficiency of the Society's propaganda will be an increase in the recorded death rate from cancer for the simple reason that when by publicity the attention of the public and the medical profession is more closely drawn to the obscurer types of internal cancer more frequent, and more correct diagnosis will be made and recorded.”

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS. 370 SEVENTH AVENUE. NEW YORK, N. Y.

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VOL. V

APRIL, 1923

No. 4

AN INNOVATION IN CANCER CAMPAIGNS

The American Society for the Control of Cancer has the distinction of being the first volunteer national health agency to carry out a full week of activities on a country wide scale, thereby assuming the right to dub its activities "National Cancer Week." This has been done during the past two years, and it now seems advisable, after conferring with our various State Chairmen, to vary this type of campaign and the

Executive Committee therefore voted, at its regular meeting on April 4, to carry out beginning next Fall, a series of campaigns of one month's duration in each of seven districts.

In order that the office may have the advantage of suggestions from the field, the proposed schedule and the states and provinces which have been grouped into these seven districts are herewith shown, and it is hoped that the Regional Directors and State Chairmen will promptly transmit to the Executive Office any suggestions which they may care to make.

District	Includes States and Provinces of	Date of Campaign
Southwestern	California, Nevada, Utah, Arizona, Colorado, New Mexico, Texas.	October 15-November 14
Northwestern	Washington, Idaho, Oregon, Montana, Wyoming, British Columbia, Alberta, Saskatchewan.	November 15-December 15
Central	North Dakota, South Dakota, Minnesota, Iowa, Kansas, Missouri, Oklahoma, Arkansas, Manitoba.	January 1-January 31
Southeastern	Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, North Carolina, South Carolina, Virginia.	February 1-February 29
Lake	Wisconsin, Michigan, Illinois, Ohio, Indiana, West Virginia, Kentucky.	March 1-March 31
Eastern	Pennsylvania, Maryland, Delaware, District of Columbia, New Jersey, Connecticut, New York, Ontario.	April 1-April 30
New England	Rhode Island, Massachusetts, Vermont, Maine, New Hampshire, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Quebec.	May 1-May 31

It is planned to begin the campaigns in the West, in order that plenty of time may be available for the shipping of material to those distant points and in order to take advantage of the American Medical Association Convention, to acquaint the Chairmen in our western states with the details of the plan.

It is hoped that similar conferences of medical or surgical organizations may be held during the Fall which may be used as a rallying point where representative conferences of the active workers in the various districts may be planned. The office will greatly appreciate advance information concerning any such appropriate meet-

ing to be held in any of these districts. It has been suggested that these month's campaigns be so divided as to allow three weeks for organizing and the last week for carrying out the program.

"THE PREVENTION AND CURE OF CANCER"

One of the very best articles which came out during "National Cancer Week" last Fall was that bearing the title given at the top of this section, which appeared in the "Illinois Health News" for November, and was written by Dr. William H. Woglom at the special invitation of Dr. Isaac D. Rawlings, State Health Officer. Space will allow for the printing of but half of the article this month, the balance to be carried in the May bulletin. Special attention is called to Dr. Woglom's happy comparison of the cancer cell with a peaceful citizen suddenly gone mad.

"Really there are only two phases of the cancer question in which the general public have any interest. This, while not the ideal situation, is natural enough, for what would it profit the man with a cancer of the stomach to learn that the cancer cell has been found to contain more or less of some complex organic acid than the healthy cells of the body? His question is: Can cancer of the stomach be cured? And the question that his friends and acquaintances ask is: Can we prevent the occurrence of this disease in ourselves? But before discussing these two practical questions it will be necessary to learn just what a cancer is. It is not, like the infectious diseases, an invader from without but a traitor within.

"The body is made up of cells, which have different tasks to perform, and it may be compared to a city, in that just as this has its doctors, its lawyers, its laborers, and so on, each group busy with its own work, so the body has its liver cells, its bone cells, its brain cells and so on, each charged with a different task, or differentiated as we say. And each unit in these groups, be it citizen or cell, finds it necessary to obey certain rules for the general good of the colony.

"The cells of the healthy body, then, are busy day and night performing tasks which benefit the whole body, such as the preparation of digestive juices, the excretion of harmful materials, and the like. And they are supervised and controlled

by some power in the body of which we know nothing, some power which not only keeps the cells at their work, but prevents them from growing more than enough for what the engineers call maintenance and repair. A cut finger, for example, is healed by a growth of cells sufficient to repair the defect, and after this end has been attained the cells stop growing in a way which, in our ignorance, seems nothing short of magical. Again, note how, in the young child, all the organs grow in just proportion to one another and how, when the body reaches its proper size at about the eighteenth year, growth stops and is ever afterward held down to a point where it exactly balances the wear and tear to which the body is subjected. The child starts life with a liver and a brain that are much too large in proportion to the other organs; yet this wonderful power of which we are speaking not only allows the other organs to grow to adult size, but holds back a little the liver and the brain until the right proportion is reached. Who ever heard of a finger growing to be the size of an arm, or of a tooth reaching the size of a finger?

"But now suppose that in our imaginary city, where all trades and professions are going quietly about their tasks and the policeman has nothing to do but to look on; suppose, I say, that one of the citizens suddenly seizes a revolver some Saturday afternoon, attacks a carpenter going quietly home with his pay envelope, and robs him of his week's wages. And suppose that the policeman comes to the aid of the carpenter and is killed. This is what happens in cancer. A cell stops work, begins to multiply rapidly, and overpowers the force which keeps the cells of the healthy body in control, so that we may regard a cancer as a group of cells that are no longer working for the good of the whole organism, but have embarked on a selfish and lawless career of growth, in the course of which they come finally to encroach on some organ essential to life, and so cause death. This definition would not exactly suit the scientist in some of its minor points, but it is sufficiently accurate for our present purpose.

Can Cancer Be Prevented?

"We are now in a position to return to our two practical questions, taking the second one first, as a matter of convenience. Can cancer be prevented? Undoubtedly it can, in very many cases. And it must be emphasized at the outset

that this answer is founded not on theory but on fact; not only can cancer be prevented, it has been prevented. Large clinics in several cities now have figures to prove that the number of patients applying for treatment too late, after the disease has become incurable, has been greatly diminished since the inauguration of a campaign of education.

"There are three causes of cancer so far known. One is age, for a person is not apt to have cancer before thirty-five. After this age, liability increases with every year of life.

"A second cause may be heredity, though of this it is necessary to speak with considerable caution. It can be shown in laboratory animals that there is a distinct hereditary tendency toward the development of cancer, but it must be remembered that, in the laboratory, animals can be mated in such a way as to increase their cancerous tendency beyond any concentration that is ever reached in man. In man, mating does not take place on an experimental basis, and therefore any cancerous tendency in either partner is just as liable to be diluted as it is to be strengthened. The best proof of this is that the insurance companies, who prefer dollars and cents to theory, find that heredity can be disregarded, and charge no higher rate for persons with a history of cancer deaths in their family than they do for those with antecedents entirely free from the disease. So it may be taken for granted that apart perhaps, from exceptional instances, a person who has had a few deaths in his family from cancer has no cause for alarm.

"Obviously one can do nothing to control either his age or his ancestry, so that if these were the sole causes of cancer the situation would be grave indeed and we should have to decide that cancer can not be prevented. But a third, and extremely important, cause of cancer can be controlled in many cases. This is long standing, or chronic, irritation. We know very well what we mean when we speak of irritation; we have in mind such things as the ulcer which sometimes appears on the inside of the cheek from the constant rubbing against its delicate surface of a rough decayed tooth; or the long-continued mild inflammation of the lips and tongue caused by excessive smoking, particularly of a clay pipe. But we are not so sure what we mean by the term chronic; in other words, we have not yet

been able to find out just how long an irritation has to last before it gives rise to cancer. We shall know, some day; for the present, all indications seem to point to some such period as ten or fifteen years.

"It is highly improbable that one single injury can produce cancer, although women with cancer of the breast almost always attribute it to a blow of some sort, often from a broom handle; the point is, that no one has ever computed the number of women who have struck their breasts and yet have not developed cancer. It is altogether probable that the injury to which the misfortune is attributed has but called attention to a cancer already there.

"We feel sure that chronic irritation is an important cause of cancer because the one so frequently follows the other. One of the earliest examples in this connection was the cancer that used to occur in chimney sweeps in England, and was unquestionably due to the retention of soot in folds of the skin among a class of persons never noted for cleanliness.

"A second example is the cancer of the bladder that is so common in men who manufacture anilin dyes. The dyes enter the body in small amounts, perhaps with the dust of the room, and are excreted in the urine. On their way out they irritate the bladder sufficiently to cause cancer in a large proportion of the men so employed, provided they continue at this occupation for ten years or more. It is a curious and interesting example of the liability of some parts of the body to develop cancer and of others parts to remain free, that no case of cancer of the kidney in a dye worker has yet been recorded, though the contact with the contaminated urine is just as intimate as it is in the bladder.

"A third and particularly distressing instance of the close relation between chronic irritation and cancer, is the large number of deaths that have occurred from cancer of the skin in those who worked with X-rays some twenty years ago, and exposed themselves day in and day out to the rays before it was realized that an overdose of these might be attended by the most disastrous results.

"Many other instances of the relation between cancer and chronic irritation in man could be cited, but we shall pass now to the animals and

show that this connection holds there as well. Tumors of the skin occur in horses at points irritated by the harness and rarely at any other site, while in the cow cancer of the liver is common in connection with a chronic inflammation of this organ; and so on almost indefinitely."

(To be continued)

CANCER STUDIES

The Cancer Society is constantly looked to for information which will either make it possible to substantiate some statement in its publications, clarify the issues in some controversy, or to present some totally new aspect of the cancer problem.

As investigations designed to answer such questions in the cancer field are specifically sanctioned in the "purposes" of the Society, a special committee was recently appointed to study the situation, and has since been authorized to proceed with such surveys and studies.

The Committee has set as its first task a simple procedure for determining more accurately just how many persons die from cancer. It is planned to secure the cooperation of selected institutions where autopsies are generally carried out. A standard record blank, carrying all the usual epidemiological data, is being prepared and it is felt that after securing and studying some 100,000 accurate records, many useful and practical new facts concerning the disease will be available for the public.

* * *

FIELD NOTES

While Dr. Rush is making every effort to attend meetings of State Medical Societies and the College of Surgeons, everything is at present heading toward the American Medical Association Convention at San Francisco, June 25-29. The Society will have an exhibit in the Scientific Exhibit and two important meetings are being planned,—one a public meeting, Sunday evening at 8:15 in one of the Convention Halls under the joint auspices of the American Medical Association, the California State Medical Society and the American Society for the Control of Cancer; the other a special discussion dinner conference for all members of Cancer Committees who may be in San Francisco at the time, at some hall or club (to be announced later), at 7 P. M. Wednesday, June 27.

Dr. Ruah has just returned from a trip through the Southern States. He appeared on the program of the annual meeting of the American Life Convention of Chattanooga, Tennessee, which is made up of medical advisors of about 50 Life Insurance Companies. He also visited Nashville to confer with Dr. W. D. Haggard, State Chairman, and while there addressed the Exchange Club.

* * *

In Alabama, the State Chairman, Dr. Earle Drennen, and the State Health Officer, Dr. S. W. Welch, were assisted in the appointment of 67 county chairmen,—one for each county of the state. In Birmingham Dr. Ruah addressed the Benjamin County Medical Society which volunteered full cooperation and he also prepared a cancer article for the editor of the Southern Medical Journal.

* * *

A more complete organization is under way in Georgia. The State Chairman, Dr. J. L. Campbell of Atlanta, has divided the state into twelve districts, with a Chairman in charge of each. Miss Chloe Jackson, Secretary of the State Nurses Association, was very enthusiastic for the work and has asked the office to supply each of the fifteen nurses in her district with cancer literature. Dr. Thomas F. Abercrombie, State Health Officer, is rendering valuable assistance in this state.

* * *

Dr. R. S. Cathcart, of Charleston, South Carolina, has appointed a Chairman for each of his counties, and the work in North Carolina, under Dr. J. W. Long, of Greensboro, and Dr. W. S. Rankin, State Health Officer, is going along nicely. Dr. E. S. Estes, of St. Augustine, is selecting chairmen for the various counties in Florida.

* * *

Cancer Week reports have recently been received from the states of Pennsylvania, Massachusetts, Washington, Indiana, Province of Nova Scotia, and the cities of Washington and Minneapolis. These total well over 100,000 persons as having heard cancer lectures during the "week."

We are still anxiously looking forward to the receipt of reports from the few remaining states.

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MAY, 1923

No. 5

DR. SOPER APPOINTED MANAGING DIRECTOR

The career of George A. Soper, B.S., M.A., Ph.D., recently appointed Managing Director of the American Society for the Control of Cancer, presents a logical development of knowledge and experience in a series of difficult sanitary and epidemiological problems. In each instance he has successfully applied to the issue a thorough scientific training obtained at the Rensselaer Polytechnic Institute at Troy, N. Y., from which he was graduated in 1895 and at the College of Physicians and Surgeons, Columbia University, New York.

The first work in which Dr. Soper engaged after leaving Troy, was in connection with studies of the filtration and measurement of water in the Boston Water Works. Following this, he was for several years the engineer of a company which built filtration plants for cities.

Closely related to his filtration work, as essentially engineering, were two years spent on New York subway air problems, as consulting expert for the Rapid Transit Commission, and ten years devoted to comprehensive studies of the sewage problem as related to the city of New York and the 700 square miles of metropolitan territory in its vicinity. For six of these years Dr. Soper was president and executive member of the Metropolitan Sewerage Commission and in charge of all of its scientific, technical and administrative details. He directed the work of over fifty experts who were regularly employed or called upon to assist in the solution of important phases of the Commission's problem. The result was a comprehensive plan and policy for the sanitary collection and disposition of the

sewage and other dangerous and offensive wastes of New York and the forty other municipalities in its neighborhood.

The work of the Metropolitan Sewerage Commission involved systematic sanitary inspections, thousands of bacterial and other analyses, statistical compilations, investigations of infectious diseases, studies of federal, state and local health laws, the preparation of plans with estimates of cost of the works required, and a large amount of administrative detail. The results were printed in three thick quarto volumes.

The subway studies have been called the most thorough investigation of a great problem of ventilation ever made. They included chemical and bacterial analyses of air and dust, numbering many thousands, large numbers of temperature and humidity determinations, measurements and analyses of air currents, tests of devices intended to facilitate ventilation and a careful investigation of the respiratory condition of the employees with particular reference to the metallic dust which was discovered in the subway air. The results of the subway work were described in numerous official reports and have been set forth in a book by Dr. Soper called "Subway Air and Ventilation," published by Wiley & Sons. Dr. Soper is now chairman of the Committee on Air of the American Public Health Association. He has written many papers on water, air, sewage, street cleaning and epidemiological questions, is the author of the chapter on Epidemiology in Park's *Public Health and Hygiene*, and belongs to numerous professional societies.

The two most spectacular feats performed by Dr. Soper, and probably the best known to the public, were not engineering but epidemiological.

One was the final running to ground and detention of that famous disease carrier, "Typhoid Mary," the cook who spread typhoid fever wherever she worked. This was the first case of its kind to be reported in the United States and is still the best known either in or out of the medical profession.

The other achievement was the sanitary rehabilitation of Galveston after the great hurricane and flood of 1900. A large part of the city was destroyed; over five thousand people were killed and the slight elevation of the land made it impossible to bury the dead; municipal government was suspended; fear of pestilence was general. The survivors and rescuers appealed for sanitary help, and Dr. Soper was sent as an expert on that subject by the Chamber of Commerce of the State of New York. He was made a member of the Central Relief Committee, sharing that honor with Clara Barton who was there to direct the work of the Red Cross. Dr. Soper enlisted the cooperation of the medical profession and others in the sanitary and epidemiological measures which he directed and left Galveston as soon as the people were able to take care of themselves.

Dr. Soper is known in many parts of the country as an "epidemic fighter," for he has repeatedly been called upon to suppress outbreaks of typhoid and other infectious diseases. The measures which he has employed have represented the most advanced knowledge of epidemiology. They have included the prompt detection and sanitary control of all cases and carriers, the strict supervision of hospitals and other accommodations for the sick, the extensive use of laboratories, the collection and analysis of statistical data and the instruction of the public in the measures necessary for the protection of individual health. Dr. Soper attributes his success in this, as in all his work, very largely to the assistance and support which he has received from the medical profession, the members of

which have never failed to give him all the help in their power.

It was due to his broad experience as an epidemiologist that, with the entrance of the United States into the World War, Dr. Soper was offered a commission of Major in the Sanitary Corps of the Medical Department of the Army. He was at first stationed at Fort Oglethorpe, and from there made a notable series of reports covering the disease conditions of the six camps situated in Chickamauga Park, with recommendations for improvements. His studies in the field and his methods of presenting the facts which he discovered, resulted in his being called to the Surgeon General's Office at Washington, where he did similar work for the whole army. Major Soper was later placed in charge of the Division of Epidemiology upon the discharge of Col. Victor C. Vaughan, until then the head of that Division.

And now this scientifically trained, practical mind is to be brought to bear upon the work of the American Society for the Control of Cancer. It is expected that he will first make a broad and unprejudiced study of the whole cancer problem as related to the manner in which this most fatal and dreaded of human diseases can be combated, after which he will take executive charge of the management of the Society's affairs under the regularly elected officers.

THE PREVENTION AND CURE OF CANCER

(Dr. Woglom's article, begun in the April number of the Bulletin, is concluded in this issue.)

Results of Experiments

Now up to a few years ago it was possible only to collect and tabulate these cases, so that the work of the pathologist resembled that of the astronomer or the geologist; in other words, he could not approach his problem by experiment, for all attempts to produce cancer in animals failed. Observation was the only road open to him. But in Japan it has recently been discovered that if the skin of an animal be painted with tar for a sufficiently long time, cancer will develop at the point chosen for irritation. In Denmark, it has been found that rats infested with a worm

Chairmen of Cancer Committees attending the San Francisco meeting of the American Medical Association should arrange to attend the \$3.50 (Dutch treat) CANCER CONFERENCE, Thursday, 7 P. M., June 28th, at the Fairmount Hotel. Come and discuss the year's plans.

inhabiting the stomach develop cancer of this organ and that this disease can be produced experimentally in other rats by infesting them with this worm. And here, in the Crocker Institute in New York, a somewhat similar worm has been found, which can be fed to rats and which then settles in the liver and there produces a cancer. So that within the past few years there have been three additional proofs of the relation between chronic irritation and cancer. Of course, these worms are widely different from the bacteria, and the fact that they cause cancer in animals must not for a minute be taken to mean that cancer is a bacterial disease. What happens is that the worm sets up enough irritation to produce cancer, just as the X-ray or the anilin dyes may set up sufficient irritation in man.

Nobody wants to give cancer to an animal, if such a course can be avoided, but think for a moment of the questions which experiments like those just cited will help to solve. First, it can be discovered just how long a period is required to produce cancer. Second, the importance of age can now be investigated, for it has never been known why cancer increases so distinctly as age advances. And third, the problem of heredity can be studied. Who will dare to say that when these questions are answered it will not be possible to control cancer in man, more effectively?

We have now reviewed the three causes of cancer so far discovered, and have found that they are age, heredity, and chronic irritation. Other causes sometimes proposed are meat and tomatoes, though rabbits, which eat neither, develop cancer if the skin be painted with tar; soil and climate, though rats infested with the worms just mentioned develop cancer in Copenhagen, or New York. It has become clear from these experiments on the production of cancer in animals that what is of importance is not diet, not soil, not climate, but chronic irritation.

Is Cancer Curable?

And now for the second question. Is cancer curable? Again the answer is, in many cases, yes, provided it is taken in time. There are parts of the body which, like the stomach, cannot be inspected except by operation and obviously it is harder to diagnose cancer in such a locality than in the mouth, for example, where it can be plainly seen; therefore the disease is sometimes not discovered soon enough. But the art of diagnosis

is improving every day, and the middle-aged man with symptoms suggesting dyspepsia, who twenty years ago would have been treated for simple indigestion, is today suspected of having cancer of the stomach and is examined with every resource at the command of the modern surgeon until he is proved free of the disease, so that his chances of an early diagnosis are accordingly improved.

The great difficulty is to get the person with early cancer into the doctor's office before the trouble has gone so far as to be inoperable, which may be a matter of but a few months. There seems to be some stigma connected with cancer which makes patients afraid to find out that they have it or, when it has been discovered, ashamed to let anyone know of it. The wide occurrence of this sentiment can be ascertained by anyone who will take the trouble to read the obituary notices in any newspaper. How rarely is it stated that death was caused by cancer, although we read daily of deaths from pneumonia, from appendicitis, or from any other disease. In the case of cancer, however, nothing is said about the cause of death, or at the most it is said that death was due to a lingering disease.

It is a terrible misfortune to have cancer, but it is not a disgrace, and the sooner the mind of the public can be rid of this obsession the better it will be for it. The idea probably springs from an old notion that cancer is a blood disease, and a confusion between it and syphilis, which is often called a blood disease in patent medicine advertisements. But they are two separate and distinct conditions, and should be recognized by the public as such.

Another popular misconception of cancer is that from the very first it is a painful disease. Quite the opposite. In its earliest stages it is utterly devoid of pain, and nobody who notices a new lump or has an unexpected hemorrhage should delay for a minute in seeking the best medical advice that he can get, even though he has noticed no pain.

Not only must the diagnosis be made early, if cancer is to be cured, but the treatment must be an operation by the best surgeon that it is possible to find. Unfortunately there is an enormous number of quacks, who trade on the dread that every one has of operation and advertise to cure cancer without the use of the knife, by soothing balmy oils, by an old Indian prescription, or by anything else that they think will

Those who arrive in San Francisco on Sunday, June 24th, are urged to attend the PUBLIC MEETING ON CANCER in the Auditorium at 8:15 p.m. Dr. A. R. Kilgore has arranged an excellent program which is to be held under the joint auspices of the American Medical Association, the California State Medical Society and the American Society for the Control of Cancer.

catch the public ear. But the interest of these gentry is limited to the contents of the patient's pocketbook, whereas the first aim of the surgeon is to cure the disease. If anyone doubts this, let him collect a few statistics on the number of patients that any reputable surgeon treats in a year for nothing, and the number that get free treatment with soothing balmy oils.

It is true that the quack will claim any number of cures, but there is no proof that his patients actually had cancer; for the diagnosis is often so difficult that it can be made only after microscopic examination. Furthermore, he does not wait the seven to ten years which must elapse before one can begin to think that the cancer will not return. Hence none of these advertised cures can be relied upon.

In the case of the surgeon it is far different. When he reports a cure he knows that the disease really was cancer, for he has had the tissue examined by a competent microscopist and has waited the necessary length of time before saying that a cure has been effected.

Neither radium nor the X-ray has done what was at first hoped for from them. There is no doubt that they can often be very useful as a supplementary treatment, and perhaps in the future we may learn so to control them that they will be of more distinct value than they are now. At present, however, any dose that is intense enough to destroy the cancer cell may prove intense enough to destroy the healthy cells in the neighborhood. Here again the value of animal experiment comes in. Obviously it would be nothing short of criminal to experiment on human patients with such a powerful agency as radium or the X-ray, and a great many of the questions which must be solved before the best results can be obtained from these agents must be answered by experiments on animal cancer or not at all.

THE QUACK

Dr. Frank Crane has become a household name in many parts of the country, and the following syndicated article which appeared in the New York Globe on March 22 is reprinted as being typically full of sane common sense and good judgment. We have taken the liberty of emphasizing by bold face type those sentences deemed most important.

"A man writes me from Missouri objecting to the statement made that medical science offers no sure cure yet for cancer.

'I had a cancer back of the ear for ten years. Last September the ear itself had become almost separated from my head and an eminent specialist in St. Louis advised X-ray, surgery, and radium in succession. He said if these treatments proved unavailing he knew of no external or

internal remedy that could avail, that I might live a few years in extreme distress, but beyond that there was little hope.

'This specialist failed to frighten me to death and I went to a so-called quack, who made two applications externally, and in ten days' time the cancer took on the appearance of a healing carbuncle, and within a month had grown over completely with new skin. To-day the only sign of the cancer is a depressed surface where it once was.

'It is a pity that the lack of a diploma prevents this quack from being recognized professionally.'

This letter calls attention to a point that is not generally clear. It is quite the fashion to abuse the medical profession. Regular doctors sometimes fail and the patient is cured by some irregular practitioner, by some faith cure or fad, or by some old woman. This is hailed as a triumphant proof that the medical profession is a fraud.

It is bad reasoning, because it is based upon a particular instance.

The medical profession makes no claim to heal all diseases, nor, in fact, to heal any disease at all. All it claims is to bring as near as may be the sum total of intelligent investigation, experience, and skill toward assisting nature's recuperative power. That is all any doctor can do, and that is all any honest doctor says he can do.

Nature itself does the curing. The doctor helps. And as a rule a well educated and trained doctor helps more than a quack, for the simple reason that he is better educated, has had wider observation, and is more responsible.

Regular physicians assist in the apparently miraculous recovery of thousands of patients; but as a rule they do not advertise it. The quack cures one here and there, and blows his horn insistently.

Of course, there is egotism, dogmatism, stupidity, and all other forms of human weakness among regular physicians, because they are human. But if there is anything the matter with you, you are by the law of averages and the rules of common sense much more likely to get well if you obtain the services of a man well trained in the medical schools and of good standing in his profession than if you consult a quack."

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JUNE, 1923

No. 6

DR. BIGGS DIES

Dr. Hermann M. Biggs, Health Commissioner of the State of New York since the reorganization of the Health Department in 1914, died of bronchial pneumonia at 1:00 o'clock Thursday morning, at his home No. 39 West 56th Street, New York City. He was 63 years of age and had been ill about three weeks.

With the passing of Dr. Biggs, one of the pioneer health workers of the country and even of the world has gone. His reputation in the field of public health and in the special treatment of tuberculosis was international. After graduating from Cornell University in 1882 and from Bellevue Hospital Medical College of New York in 1883, he served for sometime as Professor in Bellevue and was the first Director of the Carnegie Laboratory. He was the Director of the Rockefeller Institute of Medical Research; during the war, a member of the War Relief Commission of the Institute and of the General Medical Board of the Council of National Defense. He also served for about a year as the Medical Director of the League of Red Cross Societies in Geneva and took an active part in the campaign against tuberculosis in France during 1916 and 1917. Many foreign honors were bestowed upon him as the result of these services.

One of the pioneer achievements of Dr. Biggs was the establishment in New York City in 1892 of the first municipal bacteriological laboratory in the world. As its Director he introduced diphtheria antitoxin into this country and supervised its production here in 1895. He also introduced the methods of bacterial diagnosis of tuberculosis, cerebro-spinal meningitis, typhoid fever and other diseases. "PUBLIC HEALTH IS PURCHASABLE." This slogan has come to be identified with Dr. Biggs and his methods of health administration. It was propounded by him while Health Officer of the City of New York, and he has carried it with him until it has become generally accepted throughout New York State where health for the people has been greatly advanced under his educational leadership.

Dr. Biggs was keenly interested in the cancer problem and had served for many years as a member of the Society's Advisory Council. This is the kind of loss which can never be replaced, though the world will be the richer for the scientific, earnest and patriotic services of this lovable man.

MEETING OF THE NEW YORK STATE CANCER COMMITTEE

For the twelve persons who were present at the meeting which was held at the Pennsylvania University Club, New York City, called for May 22, by Dr. John M. Swan, State Chairman, the occasion will be remembered as a highly important and inspiring one.

In introducing the evening's discussion, Dr. Swan referred to a spot map which he had prepared showing that all except three counties in the state were organized with county chairmen and chairmen of local committees. Since the meeting this number has been reduced to two. Dr. Swan spoke enthusiastically of the co-operation which he had had, not only from the State Medical Society but from the various district branch societies before all of which he presented the Society's program during the past year. At these meetings many of the men had filled out cards expressing their willingness to lecture on the subject whenever called upon.

Dr. Swan, in reporting upon the last "Cancer Week" said that he felt confident that fully twice as many persons were reached during the 1922 campaign as were in 1921. Those hearing lectures, for instance, were increased from 20,000 to 100,000.

Dr. Francis Carter Wood, Director of the Institute for Cancer Research, Columbia University, gave an inspiring talk with reference to publicity and its usefulness, both as a means of focussing the attention of the medical profession upon the importance of the cancer problem, and of acquainting the general public with the facts which they should know concerning the disease. As an instance of proving the importance of the subject and the size of the problem, he stated that in one of the best hospitals in New York City, only 5% of the patients came while the disease was still in an early, operable stage, which fact he explained as being due largely to the thought of hopelessness of curing the disease and of ignorance of the early symptoms and the necessity for prompt treatment. Dr. Wood stated that he was still convinced that early surgery was the most certain method of successfully treating the disease at the present time and that we should now begin to educate the public definitely in this direction, as had been done in the case of appendicitis, for it requires no urging to get people to request treatment of the disease by radium and X-ray. By far the majority of patients ask for these methods when they learn they have cancer. Dr.

Wood advocated no direct attack upon the quack who may exist either within or without the profession. The best method of undermining the quack's power for harm is, he thinks, the extension of the educational activities of this Society to be done largely through publicity in newspapers, magazines, pamphlets, exhibits and motion pictures, as a means of popularizing the idea of early diagnosis and scientific treatment.

Following Dr. Wood, Mr. Osborne outlined the Society's program for 1923-1924, explaining in some detail the plan for dividing the country into seven districts, and, beginning on October 15, conducting a series of rather intensive campaigns extending for one month in each of these areas. As these plans will be printed in a subsequent number of the bulletin, they will be omitted here.

In the round table discussion which followed, Dr. Farmer, of Syracuse, Chairman for the 5th District which embraces seven counties in the central part of the state, stated that in all but two very successful work was done last Fall. He had excellent cooperation from the newspapers, particularly in the city of Syracuse where he is Commissioner of Health. He works very closely with the organized profession, though he spoke particularly of the excellent work done by one of the women on his Committee. Dr. Farmer said he thought the Society's principal strength lay in the fact that it was very careful about its statements and that it went out of its way to avoid controversies. In his opinion the profession was not so much in need of information about treatment as it was about the clinical history of cancer,—under what conditions, and how it occurs, and how it progresses and metastasizes.

Dr. Huntington Williams, Chairman of the 3d District, which includes seven counties centering around Albany, spoke very interestedly of the work being done by the New York State Department of Health, of which he is a Sanitary Supervisor, in encouraging regular physical examinations and in urging that patients be treated by their family physicians. He is keeping up the educational work in his whole district by having his hundred health officers deliver the little circular "Vital Facts About Cancer" to individual persons as they go about their official work. He spoke enthusiastically of the radio talks which were being given weekly by the State Department of Health, and said that one broadcast during the last "Cancer Week" reached an enormous number of persons not only in New York but in the surrounding states.

Dr. Marshall Clinton, another District Chairman, whose area takes in the eight western counties of the state, and who lives in Buffalo, reported a far better "Cancer Week" in that district than was conducted the previous year. He accounted for this particularly as being due to the close cooperation and the full endorsement which he received for the work from the county and local medical societies. Dr. Clinton felt strongly that this, or any other public health problem, could not be successfully promoted without the full endorsement of the organized profession.

The sentiment expressed by Dr. Clinton was emphasized again by Dr. H. J. Knickerbocker, of Geneva, Chairman for Ontario County. He felt so strongly that the profession should take the leadership in the cancer control movement, that he plans to present the matter officially before the county society at its first Fall meeting. He felt that the success of the movement in his county depends entirely upon the action of the County Society. All of those who were present felt the importance, not only of professional sanction, but of active participation in the movement by medical men. Dr. H. E. Clarke, of Glen Falls, Chairman for Warren County, pointed out that doctors often hesitate to take an active part for fear of being misunderstood by their colleagues, and that he avoided any such possibilities by having the newspaper publicity taken care of by an interested woman serving as Secretary of his Committee. Dr. Clarke spoke of the necessity for some funds for defraying local expense, and was told that a Finance Committee for this purpose was entirely proper and should be an integral part of all local cancer committees. He also expressed himself as favoring continuous, day by day, work and spoke of the need for good speakers. He also suggested that the work might more advantageously be handled by a single county chairman where several towns or cities were located close together, even though they were not in the same county. It was suggested that any such specific instances might easily be adjusted by the county chairmen immediately interested.

Dr. W. A. Leonard, of Cambridge, Chairman for Washington County, said that he found difficulty in having publicity material prepared or accepted in his town. He felt that perhaps material prepared at headquarters would be more effective and attractive to the news editors and approved the suggestion of appointing a special publicity committee within the county medical

society itself, which should prepare authoritative material and speak with the prestige and full endorsement of the county society behind it.

Dr. E. R. Richie, of Brewster, Putnam County, is another one of the New York State Sanitary Supervisors who is also serving as the Cancer Committee's Chairman. He has but 16,000 people in his whole county which makes it essentially a rural problem. He was particularly interested in bringing new knowledge of the diagnosis of cancer to the attention of the general practitioner. This, he felt, was the key to the whole cancer control situation. He plans to carry out a vigorous campaign of education in his county to the end that cases may be brought early to the attention of the family physician.

Dr. E. W. Lee, of Randolph, was particularly favorable to this point of view and to the desirability of having full cooperation of the profession before any effective work can be done in any community. He said that he had had difficulty in Randolph in view of the fact that he had practised most of his life in New York City, only returning to that village once a year. He had, however, secured some publicity in the local paper, and had interested some influential persons whom he felt would be useful members of the Cancer Committee. He spoke most approvingly of Dr. Wood's position with reference to surgery in the treatment of cancer, feeling that this should be the method of choice in most instances.

At the close of the general discussion, Dr. Swan called upon Dr. George A. Soper, the newly appointed Managing Director of the Society, who was for the first time present at a meeting of one of our committees, to give those present the advantage of his observations. Dr. Soper expressed his pleasure at being there and stated that this was his first excursion into the cancer field; that he appreciated fully the size of the problem and the difficulty in controlling the disease. It was his intention to carefully study the problem from every point of view before undertaking a plan of action.

Dr. Soper referred to his epidemiological work in other fields and pointed out that while other problems with which he had dealt were quite similar in some respects, they differed considerably in detail from that of cancer. Dr. Soper emphasized the point made by Dr. Swan to the effect that an essential part of any work of a cancer control committee, was a proper report of its activities. This was the best way, he said, for the central office to know what had been done.

He invited those present to call upon the national office for every possible help it could give. He said that he was taking the long view of the cancer problem feeling that our job would not end until the message which the Society is prepared to spread is effectively presented to the three types of persons most interested in receiving it,—namely, the patient, the family physician, and the operating surgeon, or treatment specialist. He felt confident that only through the agency of such men as were represented at this meeting could the Society hope to accomplish this.

THE CANCER WEEK IN KENTUCKY

An article entitled "The Cancer Propaganda" read by Dr. A. H. Barkley of Lexington, before the Fayette County Medical Society and printed in the May number of the Kentucky Medical Journal gives some interesting and tangible results of the last Cancer Week as shown by a special study carried out by him in which he wrote to twenty-four physicians and surgeons in this country. The number of course is small, there having been twelve letters sent to physicians in large cities and twelve to those practising in rural districts and smaller towns. The results therefore are merely indicative.

Twenty-one replies were received in answer to the question, "Since our last Cancer Week, how many patients have consulted you for supposed or actual conditions that they thought were or might lead to malignancy?" The results were as follows:—

Persons who had consulted these	
twenty-one physicians	63
Number of cases of cancer	9
Precancerous conditions	5
Benign tumors	8
No malignancy or other tumor	41

In commenting upon these figures Dr. Barkley says, "The statement can evidently be made that the sixty-three cases cited above, sought advice as the result of the cancer propaganda and it is entirely probable, and very possible that had no such knowledge been disseminated, many, if not all of these cases, would have sought no advice or at least advice too late."

NEW CHAIRMAN FOR VERMONT

Dr. Robert B. Greenough, Regional Director of the American Society for the Control of Cancer for the New England States has recently reported that Dr. P. E. McSweeney of Burling-

ton, has been appointed by him as State Chairman for Vermont. Dr. McSweeney has shown much interest in the cancer problem, and is particularly interested in establishing a cancer clinic

FINAL CANCER WEEK REPORTS

Now that all of the reports have been received, the American Society for the Control of Cancer feels certain that its original estimate to the effect that fully one half of the adult population of the country was reached during the last National Cancer Week was conservative. The greatest number were, of course, reached through the newspaper and magazine articles and by the film of the Fox News Weekly, showing the St. Lukes Hospital X-ray clinic. This picture they claim, was seen by some thirty million persons. In addition to these mass methods the reports show that 653,182 persons heard lectures; 1,359,325 heard the Billings letter read in churches and lodges and that 1,546,670 saw lantern slides or heard four minute talks on cancer in motion picture theatres. About 5,000,000 cancer circulars were distributed during that week and reports have been received from clinics which examined 994 persons.

As a direct result of the National Cancer Week an interested woman in Minneapolis gave \$25,000 to establish a Cancer Institute in connection with the University of Minnesota, and a group of Pittsburgh citizens have incorporated the Skin and Cancer Foundation in that City.

THE NEW CANCER EXHIBIT

The new exhibit of the American Society for the Control of Cancer is about complete and six of the nine panels are being displayed at the American Medical Association conference in San Francisco. The dimensions of the panels of this exhibit are 6 x 4 feet the long axis being horizontal. They rest on a two foot pedestal, the background and framework are a putty color, the lettering is in brown and each panel has a frieze at the top done in oil colors. These attractive illustrations, comprising about one-quarter the surface of the panel, serve to attract attention both on account of the color and of the interesting way in which the subject is presented which leads naturally into the informative text below.

This exhibit was made by the Arrow Advertising Company of Minneapolis, and will be returned to them for use at the Minnesota State Fair; it then will be shown in Boston and Brooklyn at the Public Health Expositions to be held in those cities in October.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein. PRICE \$1.00 PER YEAR

VOL. V

JULY, 1923

No. 7

CANCER CAMPAIGN TO BEGIN OCTOBER 15, 1923

The time for the Fall campaigns, which begin, as announced in the April bulletin, on October 15, will soon be here and the office is now laying its plans.

A new circular for general distribution will be available and sent, as last year, to county chairmen on the basis of apportionment by population. It is hoped that another special message, such as was written by Dr. Keen in 1921 and Dr. Billings last year, and which served so ad-

mirably for reading in churches, lodges and before other groups, can be prepared. Fuller details will reach you later but those desirous of securing copies of the Lecture Outline or type Lecture for use by their speakers would confer a favor on the office by placing their requests now so we can know how many to print.

It has been found that some alteration in the original schedule for these campaigns is desirable in order to conform to the seasonal, climatic conditions. The revised dates are as follows:

<i>District</i>	<i>Includes States and Provinces of</i>	<i>Date of Campaigns</i>
Northwestern	Washington, Idaho, Oregon, Montana, Wyoming, North Dakota, South Dakota, Minnesota, Nebraska, Iowa, British Columbia, Alberta, Saskatchewan, Manitoba.	October 15-November 14
Southwestern	California, Nevada, Utah, Arizona, Colorado, New Mexico, Texas, Kansas, Missouri, Oklahoma, Arkansas.	November 15-December 15
Southeastern	Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, North Carolina, South Carolina, Virginia.	January 15-February 14
Lake	Wisconsin, Michigan, Illinois, Ohio, Indiana, West Virginia, Kentucky.	February 15-March 14
Eastern	Pennsylvania, Maryland, Delaware, District of Columbia, New Jersey, Connecticut, New York, Ontario.	March 15-April 14
New England	Rhode Island, Massachusetts, Vermont, Maine, New Hampshire, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Quebec.	April 15-May 14

BRITISH EMPIRE CANCER CAMPAIGN

Recent information in the form of letters and news articles from England tell of progress being made in that country in the organization of a movement for the control of cancer as suggested last Fall by Dr. Joseph E. Adams of London, whose letter to the Editor of the *Lancet*, urging such a course, was published in part in "Campaign Notes" for October.

Requests for information as to how the work was carried on in this country were received from the British Ministry of Health, and the American Society for the Control of Cancer is most happy to have had a part in charting the course and greets its co-workers across the water who have now joined actively in the scientific and educational control of this disease.

The following letter from the *London Times*, forwarded by Mr. Curtis E. Lakeman, indicates the immediate, compelling reasons for this comprehensive campaign; its scope; how it is to be organized and directed; and some of the prominent physicians, scientists and laymen active in launching it:

To the Editor of the *Times*:

Sir:—Cancer, in spite of the advances which have been made, both in diagnosis and treatment, is still the most common single cause of death in persons over thirty years of age, and is becoming so in an increasing degree. During 1920, in England and Wales, nearly 43,000 persons over thirty years of age died of cancer. In 1921, the last for which the Registrar - General's figures are available, the corresponding number was 45,328. During that year, one in every seven deaths from the age of thirty onwards was caused by cancer.

We are still ignorant both of the causation and cure of cancer. Many other diseases have yielded their secrets to patient investigation, and there is no reason to suppose that the problem of cancer will not eventually be solved. Yet thousands of suffering men and women, and those who suffer with them, are asking how long they must wait and if there is nothing that can be done to hasten a discovery which will bring relief to those whose outlook today is so hopeless.

The answer to this question is clear. The first step towards finding the cure of cancer is to discover its cause. To find that cause no effort must be spared. Every possible line of research must be diligently explored. More men must be set free to devote themselves wholly to research, and their work must not be hampered or prevented by want of money.

Much research work is being carried on, and

considerable advances have been made in the technique of operations designed to remove the disease in its early stages or retard its progress in more advanced cases. All honor is due to those who have done and are doing the work, but a vast amount still remains to be done. Impressed by the need for immediate action we have joined together to found a movement which will co-ordinate and support research on cancer throughout the British Empire.

This new concerted movement will be called the British Empire Cancer Campaign. It will be governed and directed by an executive council, the members of which will act as chairmen of small working committees, each dealing with a separate aspect of the cancer problem.

Medicine, surgery, human pathology, chemistry, physics, radiology, animal and plant pathology, hygiene and vital statistics will all be represented by committees whose work will be co-ordinated by the executive council acting, in fact, as a central clearing house. The council is anxious to make it clear from the outset that it has no wish to interfere with the work already being carried out. Individuals and institutions now working on the cancer problem will be helped and encouraged and where practicable, financially assisted.

In this way investigation can be carried out simultaneously along many lines, and the results of these inquiries will be brought into the common stock of knowledge. A discovery in any one branch will be made known to all, and may lead to discoveries in other branches. It is in this co-ordination of effort that our most confident hopes are placed.

No one can say with certainty that we shall succeed in our quest to find the cause of cancer, but a movement so broad must inevitably advance the knowledge which we have of this disease, and every step forward brings us nearer to our goal.

The British Red Cross Society has placed its organization and machinery at the disposal of the Council of the Campaign, and a generous donor has already given a sum sufficient to cover the preliminary expenses of this appeal. All future contributions will therefore be expended in encouraging, assisting, organizing and administering systematic research and treatment on a scale that has hitherto been impossible. To do this a large sum of money will be needed, and we appeal with confidence to the British public in the United Kingdom and in the Dominions and Colonies overseas. During the war we had ample evidence of the capacity of this Empire for united and intensive effort and in no field was it more effectively shown than in the relief of suffering and the prevention of disease. Is it too much to hope that the same spirit will animate our people when they are called upon to wage war against an enemy that is in their very midst?

We plead with all earnestness that we may be given the means wherewithal to carry through the task which we have set ourselves to accomplish and thus to bring relief and hope to those whose lives are now darkened by suffering and despair.

The fund will be administered under the direction of a strong finance committee. Cheques should be made payable to the British Red Cross Society, crossed "British Empire Cancer Campaign," and sent to the Hon. Sir Arthur Stanley, G. B. E., C. B., 19, Berkeley-street, London, W. I., or to Lloyds Bank, Ltd., 71 Lombard-street, or to any of their branches or agencies at home or abroad.

We are, Sir, yours faithfully,
Napier Burnett Robert Knox
Dawson of Penn G. Locker-Lampson,
F. E. Fremantle Sec'y.
J. B. Farmer J. P. Lockhart-
Richard Garton Mummery
Chas. Gordon-Watson Edward Marshall Hall
R. A. Gibbons J. Beaumont Pease
Alfred Greenwood Bernard Spilsbury
F. L. Hopwood Arthur Stanley
Thomas Horder William Willcox
19, Berkeley-street, London, W. I.
May 30.

CANCER—HOW TO BEAT IT!

This excellent popular article written by Dr. Joseph Colt Bloodgood, a member of the Society's Executive Committee, and Professor of Surgery at the Johns Hopkins Medical School, appeared in that widely read rural publication, Farm and Fireside. It is written in Dr. Bloodgood's best style and in reiterating many of the old facts of cancer, he presents much of the matter in a new and interesting way. Space allows merely for abstracts, but the complete article may be found in the February Number of Farm and Fireside, or reprints may be had by writing to Dr. Bloodgood at Baltimore, Maryland.

.....

"We have a treatment for early cancer. It often prevents; it usually cures. It is the same character of treatment that we use for late cancer. We have no other. This late treatment never prevents and rarely cures.

"The warnings of cancer do not differ from the warnings of things that are not cancer..... This must be understood by both the profession and the public. If people answer our recommendation and seek our advice as soon as they become aware of any of these warnings, they must know that in a large number of cases an examination will demonstrate that the warnings are things not serious, and which may require no

treatment. If, on the contrary, the examination shows that the warnings suggest future cancer or the early beginnings of cancer, then there is no doubt that these individuals, following the recommendation of the medical profession, will either be protected from cancer, or, if cancer has already started, will be cured in a large percentage of cases. The treatment will be devoid of danger and of much discomfort, and will take but a short time.....

"Nothing can compete with what medical science can do for the people if the people are educated to *come in time*.

"Do the people delay? Always, unless they have received correct information. Cancer in its beginning is usually painless, and if the individual is unaware of the warnings he pays little attention until cancer has fully developed and the chances of a cure are greatly reduced.

"This evidence is based upon more than thirty years' records and experiences in the surgical clinics of the world. Because of this experience the surgeons in this country came to the conclusion that there is no other way of reducing the number of deaths from cancer except by a campaign of education which has been going on systematically since 1913 under the direction of the American Society for the Control of Cancer.

"The individual would not delay if every lump felt in the breast or beneath the skin always and immediately developed into cancer; if every sore on the lip, tongue, and in the mouth never healed, but turned into cancer; if every wart or black mole were cancer from the beginning; if every unusual discharge were a sign of cancer; if every discomfort in the abdomen or feeling of indigestion were *always* the warning of cancer.

"But this is not true. I have already said that the early warnings of cancer do not differ from the warnings of things that are not cancer; your protection from death from cancer depends upon your knowledge that these warnings should tell you that you must go to your medical advisor or family physician, ask him to make an examination and tell you what the warnings mean and what should be done

"You must not expect too much of the medical profession. They cannot give you the full benefit of the knowledge of the medical sciences unless you demand it, and if you demand it the proper supply will come

"Why does a woman delay when she feels a lump on her breast? For thirty-two years I

have collected histories of women who have had some trouble in the breast. The number now amounts to more than four thousand. I have read them again and again. One fact stands out prominently to explain delay—no pain.

"When we tabulate all lumps in the breasts into two groups—those with pain, and those with no pain—the woman with painful lumps seeks advice earlier. Unfortunately, pain is not a sign of cancer, and painful lumps are less likely to be cancer than those that are painless. The second cause of delay is ignorance. None of the other causes—fear, undue modesty, amount to much

"What every woman should know about her breast is that the most dangerous thing is a lump. If she feels one, she should seek an *immediate* examination. Women cannot be educated to distinguish whether it is definite or not, or whether it is of a dangerous kind or not. This woman should also know, if she thinks she feels a lump, that an examination by her physician may demonstrate that it is not a definite lump, but only part of a lumpy breast. This is a common condition, requires no treatment, and such a woman runs no more risk of cancer than any other.

"If the lump is definite, her family physician will recognize it, and if she is over twenty, an immediate operation will be advised. If there is no cancer, she will not lose her breast. If the lump proves to be suspicious of cancer, or definite cancer, she must lose her breast, but her life will be saved. If the lump is simply suspicious of cancer, the chances of a cure should be 100 per cent. If it is definitely cancer, and the glands of the armpit are *not* involved, her chances of a cure are more than 70 per cent. . . .

"What every mother should know to protect her from death from cancer of the uterus is that after the birth of children she must insist upon a careful examination and repair of all injuries.

"The moment you observe a change in the usual monthly period, any sudden discharge between periods, or its reappearance after the change of life, see your family physician at once, and he must decide whether an examination by an expert is necessary.

"Remember, these warnings usually mean nothing, but your family physician must decide. . .

"It is unfortunate that our 'insides,' below the diaphragm, in the region of the abdomen, the stomach, or the belly, so often cry 'wolf' when

there is no wolf. So that when the real wolf comes attention is paid usually too late, when the wolf, or cancer, has obtained a fatal grip on the stomach or colon, or some of the other internal organs.

"What is most evident is that every one of these patients knew they were sick, weeks, months, or years before they were given an examination which at once revealed their trouble.

"Therefore, the message to be given now is a simple one: When you know that you are sick in your insides, go to your family physician and demand a thorough examination with the X-ray and other laboratory methods. Deaths from cancer of the stomach, colon, and organs within the abdomen constitute more than one half of the total deaths from cancer, or more than forty thousand a year.

".....but there is a way of informing every one of them how to protect themselves from cancer (of the mouth). In the first place, keep your teeth clean, and see your dentist as often as *he*, and not as often as *you*, may think best. The teeth of the smoker must be clean and smooth.

"If you or your dentist notice a white patch, a red area, or any spot on the mucous membrane (lining) of your mouth, discontinue the use of tobacco in every form, and see your family physician at once. With this care the smoker should run no more risk of cancer than any other adult.

"Remember, I have been looking into the mouths of smokers for many years, and I do not describe here in detail the mouths of those in whom cancer has developed. The word filthy is not strong enough.

"The fact remains that *cancer never develops in a healthy spot of skin*. There is always something there first, and you know it. Warts, moles, and other abnormalities of the skin are never overlooked.

"The second fact is that cancer may develop in any one of these skin defects at any time in adult life. The most dangerous of all are the pigmented moles. The thing to do after reading this message, if you have them, is to see your medical adviser and get his opinion.

"My study of cancer of the skin during thirty years teaches me that it is a preventable and unnecessary disease.

"No one properly instructed and treated should die of cancer of the skin."

SEP 26 1923

Medical Lib.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

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PRIME \$1.00 PER YEAR

VOL. V

AUGUST, 1923

No. 8

The Coming Cancer Campaigns

The coming regional campaigns of the American Society for the Control of Cancer—beginning October 15 and ending May 14 next—will mark a year of distinct progress in public service, if this urgent and important work is diligently and unremittingly continued during the entire twelve months following the incentive bound to be given it by the cancer weeks. Happily, the past records of those comprising our fine, compact, and efficient organization give ample assurance that this duty will be fulfilled.

While no proof of the vital need of our efforts is required here, it is a satisfaction to know that other countries, more particularly England, have been thoroughly awakened to a realization that work such as we are doing in America must be taken seriously in hand; that no less an authority than the president of the British Medical Association has urged that the public be given simple facts concerning cancer as an important means of reducing mortality from the disease, and that other eminent authorities throughout the world are coming to take the same position. That the information being broadcast by this society is arousing the interest we are seeking to create in the disease is proved in many ways, but no more conclusively than in the constantly increasing inquiries received by mail and otherwise at headquarters. Doubtless those in charge of the regional campaigns will find many letters in their mail and it is urged that each missive, no matter how inconsequential it may seem, be given individual attention, as is done at headquarters. Not only do these communications come from the laity and cover a gamut of subjects, but also from members of the medical profession, the latter generally asking the Society's aid in providing information for those seeking it from them.

CAMPAIGN SUGGESTIONS

The Society will assist in conducting the campaigns in every practical way at its disposal. It will offer suggestions as to the organization of committees and it will propose many of the details of the work they will do. It will supply lecture outlines, lantern slides and moving picture films. It has a limited supply of an exhibit of cartoons with explanatory texts issued for the last Cancer Week which it will be pleased to send on request to committees not already supplied. In addition, publications of various sorts will be sent from the New York office. Furthermore, assistance will be given in the matter of publicity, which must be secured if the great mass of the

public is to be reached with the information which the Society wishes to place before them.

The Society realizes that those who actually carry on the active work of the campaigns are favorably situated to suggest many details. Conditions vary with localities and to get the best out of a given locality, the peg must be made to fit the hole. Headquarters stands ready to bear the brunt of the expense in the matter of literature, exhibits, and the like, but money for the conduct of the campaign itself will be raised and expended in the region where the money is obtained. It is suggested that much of this small fund can frequently be obtained from philanthropists, from community chests, from life insurance companies, and from similar sources.

The work in the regions will be carried on under the general direction and supervision of the Society's chairmen. The permanent state chairman, who represents the Society, may, at his discretion, appoint an assisting chairman to aid him during the active conduct of the campaign. The chairman should have an effective committee, made up of representatives of interests combined in the work of the campaign. There should be a suitable secretary, and in this connection it might be said that the Society's experience indicates that an interested woman frequently makes a competent officer of this sort.

Local committees should be modeled somewhat on the plan of the central committee. Among other things, this committee will see that papers are read before state and local medical and dental societies and that talks are given before bodies of nurses. It must insure a wide distribution of the Society's literature. This includes a handbook for physicians, called "What We Know About Cancer," and a special pamphlet for nurses. Another is entitled "What Everyone Should Know About Cancer," while others include "Vital Facts About Cancer," "Danger Signals That May Mean Cancer," and "What Are You Going to Do About It?" The last named is designed particularly for distribution among women.

The committee will also be called upon to arrange for the largest possible number of brief talks to be given by carefully selected persons before women's clubs, gatherings of school teachers, social workers, members of ladies aid societies, department store employees, and the members of fraternal organizations and similar bodies. Pamphlets and literature intended for general distribution should not only be provided for these gatherings, but given out by Red Cross nurses, social welfare workers, health boards, tuberculosis committees, and by other effective agencies.

Getting Down to Work

Before the campaign is begun in a region it is highly important that a conference be held at which the campaign plans may be presented and discussed. This conference should, if possible, occur in connection with some appropriate meeting scheduled to take place in the region, for in this way a larger and more interested attendance is likely to be secured.

Among those who may profitably be invited to such a conference are regional, state and county chairmen of the Society in that district, chairmen of the principal local committees to be organized in the states comprising the region; representatives of federal and other health agencies, such as the Red Cross, the National Tuberculosis Association, the U. S. Public Health Service, and the National Organization for Public Health Nursing. Others are state health officers or their representatives, representatives of district and state medical societies and state dental societies,

the Associated Press, editors of the newspapers in the region, local representatives of the Motion Picture Theatre Owners' Association, the State Federation of Churches, and of the Catholic and Hebrew faiths, the State Federation of Women's Clubs, the State Federation of Labor, the State Grange and Farm Bureaus, chambers of commerce, boards of trade, manufacturers and employees associations, fraternal orders, such large civic clubs as the Kiwanis, Rotary and Lions, and all other agencies and individuals whose interest and prestige will be valuable in furthering the cause of cancer control.

After this preliminary conference, the state chairman, with his assistant and the county chairmen, should be able to direct the organization and the administration of the local committees. As far as practicable, committees should be formed in each county, as in this medical work the county is coming to be looked upon as a strategic unit and hence the county chairman as a keyman. It is most desirable that state, county and local chairmen be in close touch and accord.

It may be desirable for the county chairmen to hold county conferences, attended by their local chairmen and representatives of the social, business and professional interests already named. These are expected to operate locally. The county chairmen should closely associate the work they are doing with the county medical societies and in the larger cities with the academies of medicine and affiliated organizations.

An open meeting for the public should be arranged, if possible, under the joint auspices of the local county medical society and the cancer committee. In this connection it is suggested that newspaper articles, carefully prepared, be given to the press and that these should carry the full endorsement of the county medical society, supported by the cancer committee. This was done with good effect last year in Denver, Detroit, Baltimore, San Francisco and elsewhere.

Newspapers and Other Publicity

The public should be kept informed through the newspapers, and professional men through the medical journals, of the campaign arrangements that proper interest may be aroused in the campaigns. It has been the experience of the Society that the newspapers throughout the country are willing to print matters of interest to the Society, provided that the stories sent them have real news value and are of interest to the public as a whole. No influence is required to insure the publication of live news, but much influence is needed to obtain the publication of matter not regarded as news by the editor. It is therefore essential that the editors be given fresh information concerning plans for the campaign and that the stories embodying this information contain the names of those actively engaged in the work.

The better known these persons are in the district, the more acceptable will the news stories be to the editor. One person from every local committee should be appointed to supervise this work.

Articles having to do with the aims, purposes and accomplishments of the Society, will be sent by the home office of the Society to the newspapers in the principal cities, but they must be supplemented with local news provided by the local publicity director from time to time. Copies of all releases issued from headquarters will be posted to state and provincial chairmen for such use as they may wish to make of them.

The volume of news matter published during and after the campaign will depend upon the amount of acceptable advance matter placed with the local editors. A good crop of news during the campaign can only be gathered if the soil is well tilled and the seed is properly planted and cultivated.

Other methods of publicity include store window displays, street corner signs, posters in street cars and buses, and the display of the cartoons wherever they are likely to attract attention and interest. All these methods are valuable, inasmuch as such exhibitions frequently reach persons who could not be attracted to the work in any other way.

Four minute talks in churches and libraries and in moving picture theatres, and more extensive talks before clubs and organizations and symposiums held by medical societies are admirable ways of gaining the attention of the more intelligent persons in a community. Still other ways are through clinics for physicians, dentists and nurses, articles in state and local health bulletins, and by the means of special moving picture films for members of the medical profession.

A feature which has attracted much favorable notice, and which has been productive of much practical good, is the cancer clinic. A group of physicians of high standing arranges with some widely known expert, preferably one from out of town, to conduct a clinic for the diagnosis of cancer on one or two days during the campaign thereby making it possible for persons who suspect they have the disease to attend this clinic and be examined without charge. In the evening the expert may be able to address a general or professional audience.

Posters and Slides Will Aid

Regional, state and provincial chairmen have already been informed by letter that the Society will send one or two slides for each moving picture house in his region.

Copies of the cancer poster may be had from the National Safety Council, No. 168 North Michigan Avenue, Chicago, or from the Society's headquarters. They cost five cents each in lots of 100.

The society will also furnish county chairmen with a new cancer circular for general distribution, and a new letter suitable for reading in churches and before the members of fraternal orders, civic clubs and other groups.

The results of the first National Cancer Week, staged in 1921, far exceeded the expectations of the most sanguine supporters of the idea. Last year saw even greater accomplishments. It is therefore with confidence born of real success that the Society approaches the coming twelve months during which its message will be sent intelligently and persistently throughout the country that the public may be forewarned and forearmed.

Summary of Points to Remember

The national organization will send to the leading newspapers in each region general news articles. The local committees should acquaint the editor of their papers with the purposes and scope of the campaign and provide them with local news. If special material is desired for such new stories, headquarters will supply it.

The Society is also sending a film to each state and province for use during its month campaign. Assist your state and provincial chairman to keep this film busy by arranging with your local movie houses to have it shown. While interviewing the manager, ask also that he show two lantern slides which will be sent to him from New York.

Two new circulars entitled, *Fighting To Win* and *Destroy The Weed* will be sent direct to county chairmen for use at lectures or to be distributed from public places, through the schools or house to house.

The letter for reading in churches and before lodges and clubs will also be sent to the county chairmen with the other material. In the past this has proved one of the most popular methods of reaching large numbers of people with a brief message about cancer. After ascertaining how many of these letters you can have read in your community, request your county chairman to forward them.

The Society is having printed a new lecture which will be suitable as an address before clubs or as a radio talk. It will be known as Lecture No. 2. Lecture No. 1 and Lecture Outlines are also available and will be sent upon request.

We have never felt entirely satisfied with the reports received from the country at large, after campaigns have been completed. It will be greatly

appreciated if each local chairman will keep a record of such important items as: a) number of lectures, with attendance; b) number of news articles printed (send copies); c) number of church letters read with estimated number of those who heard it; d) number showings of film and slides, with estimated attendance; e) number of radio talks given, with estimated number of listeners; f) number of cancer clinics held; number of patients examined, showing early cancer and late

cancer by part affected; operable and inoperable cases; and those showing no malignancy.

HITTING THE NAIL ON THE HEAD

Probably no one in recent months has set forth more succinctly, clearly, and forcefully the need of solving the cancer problem, the public's obligation to furnish the financial means to this end, and the vital necessity of giving the people facts about the disease, than has Dr. Charles P. Childe, President of the British Medical Association and senior surgeon at the Royal Portsmouth Hospital, Portsmouth, England. His observations are timely.

Dr. Childe's message was given to the British Medical Association, in the President's annual address delivered at the 91st annual meeting of the Association, held in Portsmouth, and was published as the leading article in the British Medical Journal of July 28, last.

Dr. Childe's message was entitled "Environment and Health." During the early part of his address he said that much concerning the discoveries and advances in medicine in these days find their way into the lay press, and asserted that the public was fully alive to many of the new developments in the progress of medicine. "The advent of a wide awake and informed public," he said, "tends to keep the profession up to the mark. It adds nothing to the dignity, not to mention the security, of the doctor, to be questioned by his patient on some new treatment or phase of a disease he has never heard of, but with which he finds his patient has more than a bowing acquaintance."

After discussing the advances made in the control of infectious diseases, Dr. Childe's paper takes up a number of wholly different ailments. These he says must be controlled by studying and combating the conditions which favor the growth, dissemination, and virulence of the infecting organisms by altering the environment and increasing the natural resistance of the persons who may be exposed. As familiar examples, he cites typhus and typhoid fevers which have disappeared, or are disappearing, following intelligent study and knowledge of the conditions and environment which favor the distribution of these diseases.

He then names as the five most formidable epidemic scourges afflicting northern civilized peoples today, cancer, tuberculosis, rickets, venereal diseases, and alcoholism. The remarks of Dr. Childe are so apt and interesting as to deserve

repetition here. In order to suit them to this purpose they are given emphasis by italics and other minor modifications by the editor.

"The humiliating confession must be made," says Dr. Childe, "that we know very little about cancer. Of the nature of the environment favouring its activities we are in complete ignorance. It is neither foul air nor fresh air, neither hardship nor indulgence, neither poverty nor riches. The only things we know about it which are worth knowing are its age incidence, its relation to chronic irritation and the fact that it is, in its beginnings, a local disease and that therefore it can be cured by early removal in those situations where removal is possible.

"This is practically all we know about cancer. I wish to make only two comments. The first is that this knowledge is not enough. In an age which has yielded the secrets of so many diseases it is a point of honour with the medical profession not to rest content till this pressing problem has been solved. *With the public it is not only an obligation but, from the point of view of their own interest and safety, a vital necessity to furnish the financial means of solution, and to see that research is not crippled or stinted by any niggardly parsimony.*

"The second comment I make is this: The most important fact we know about the disease is that in its beginning it is local, and that its course is a centrifugal spread from its local point of origin. Is that knowledge anything like as productive as it might be? Undoubtedly it is not. *Without resort to any sensationalism some obvious steps could be taken to spread the knowledge of a few very simple facts about cancer.* This would give a by no means unwarranted ray of hope to the public and would enable some of the victims of this terrible disease to apply in time to have, at all events, a chance of cure or freedom from recurrence, whichever you like to call it."

For ten years the American Society for the Control of Cancer has been giving the people of the country the simple facts mentioned by Dr. Childe, with the result that more and more patients are receiving treatment during the early stages of the disease when the chances of cure are promising.

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein. PRICE \$1.00 PER YEAR

VOL. V

SEPTEMBER, 1923

No. 9

LECTURE NUMBER TWO

In the August number of the bulletin it was stated that the Society was preparing a new type lecture to be known as Lecture Number Two which would be suitable either as an address before clubs or as a radio talk.

The following article, first delivered as a radio talk over the New York Telephone Company's broadcasting station by Dr. Soper, is thought to have enough of original matter and presentation to warrant issuing as a brief and concise lecture. It is carried in *Campaign Notes* in order that the members of the Society as well as its active workers may have a copy at hand. We are told that the programs from this station are heard by some six hundred thousand persons and a large number of inquiries were received as a result of this talk. Additional copies will be available and may be had by the Society's lecturers or others interested on request.

ARE YOU AN OSTRICH?

A Radio Talk delivered in New York City by George A. Soper, Ph. D., Managing Director of the American Society for the Control of Cancer

I wonder if there is anyone who has not heard and smiled in a superior way at the amusing tale of the ostrich?

You will remember that the ostrich buried its head in the sand when it had reason to suppose that danger was in the neighborhood and, by so doing, imagined that it was protecting itself from harm. It was as though by hiding the enemy from itself it was hiding itself from the enemy.

The absurdity of this tale has made it a classical illustration of foolishness. But there are thousands of people who are doing to-day with regard to the subject of cancer exactly what the ostrich did about its enemies. They are hiding the truth from themselves as though by doing so

they were insuring themselves against the consequences. What they are really doing, of course, is to greatly increase their danger.

We should not be afraid to face the facts. We should take account of them. Often they will be found, upon inspection, far less formidable than they at first appeared and to see a danger clearly is often to enable us to avoid it.

What I shall tell you about cancer may save your life, if you will keep your head out of the sand and heed the facts which I am going to give you.

The American Society for the Control of Cancer is ten years old. It was formed by a small group of surgeons and other persons who possessed more knowledge than most people of the nature of cancer and the things which people should do to protect themselves from it. It was felt that there were some simple facts which, if put in the possession of the general public, would lead to the early recognition of cancer cases and thus make possible a cure.

For, to cure a cancer, it is necessary that its existence be discovered at an early stage. After the disease has once become thoroughly established, it is almost always too late to stop it. Most people do not know this. They think that there is no use doing anything troublesome to get rid of a cancer until the cancer becomes very troublesome itself. Such people make a tremendous mistake. The time to be cured of a cancer is while it is so small that it hardly seems necessary to do anything about it. One should always remember that in a very important respect cancer is like a fire—a fire which has been started by accident: it can be extinguished only while it is small.

The method employed by the American Society for the Control of Cancer, therefore, is to tell people in plain language the signs of early

cancer and urge those who think they may have these signs, to go to their family physicians at once in order to make sure. If they go when their suspicions are first aroused, they will find, more often than not, that the trouble is not really cancer but something much less serious. Thus, most people will have their fears relieved. There are thousands of men and women in the United States who have a secret suspicion that they have this disease and yet will not take the necessary steps to find out. They have not the courage to face the truth, yet it is important from every standpoint that the truth be known immediately. If they have *not* cancer, the truth will not hurt them; if they *have* cancer it may save their lives.

The treatment which is generally best for cancer is the surgical removal of the growth while it is still very small. Every cancer starts in a small way. At first it causes no pain and little inconvenience. It may be located anywhere in or on the body. It may grow to considerable size before it becomes painful.

How soon the cancer causes serious trouble depends upon the location. If it is in the mouth, or on the lip or skin, it is probable that it will be recognized as something serious while it is still small. Sometimes warts and moles, and occasionally old sores or scars, are the places where cancers begin. Any change in the size or appearance or sensitiveness of a mole or other skin imperfection should receive attention until it is satisfactorily explained.

Many people who know that they have a cancer are unwilling to do anything about it until they are absolutely compelled to do so. They are as reluctant to go to a physician as though their going would make them worse. An eminent physician has said that there would be no deaths from skin cancer if people would always go to competent physicians when they first suspected their trouble. As it is, about 2,300 deaths from skin cancer occur in the United States every year. The records of the Johns Hopkins Hospital show that among women 99 cases out of 100 who have come for the treatment of cancer of the breast have felt a lump there for months before doing anything about it.

I hope I have been able to convince you by these remarks that if you have any reason to suppose you may have a cancer, you should resolutely overcome the reluctance which most people have, and go at once to a competent physician for examination and advice. This is not only the wisest course for you to follow, but the only one

which the best scientific information of the day has to recommend to you.

In the United States the total number of deaths from cancer of all kinds is now about 90,000 every year, according to the official statistics which are published by the Government at Washington. Cancer constitutes one of the most important causes of death in America and most other countries. Its prevalence has aroused concern not only among members of the medical profession but among economists and others interested in social progress. Societies and committees of men and women have been organized in England, France, Spain and various other countries in order to combat the disease.

There are indications that cancer is increasing in prevalence. Statistics which have been published seem to show that a larger proportion of deaths are due to it now than was the case some years ago. The reasons for this are not entirely clear, nor are they likely to be until more is learned about the conditions which give rise to cancer.

In many laboratories and hospitals the underlying problems of cancer are being studied and a great deal of time and money are being spent in the hope of learning just what cancer is, why it occurs and what will stop it. Large prizes in money have been offered to stimulate research in these directions and the highest reward which a scientist can hope to attain—immortal renown—awaits the man or woman who can discover a medical cure for this disease. Meanwhile it is of the utmost importance to make the best possible use of the facts which are known.

Some things which cancer is not seem to be well established. For example, it is not a communicable disease, like tuberculosis or typhoid fever. One need not be afraid of catching it. There is no occasion to shun the presence of a cancer patient on this score. Again, cancer is not, apparently, due to a parasite, as are so many diseases. It is not hereditary in the ordinary sense, although it must be admitted that the members of some families seem more disposed to it than others.

One of the difficulties connected with the control of cancer, and a difficulty which the public should help the Society to overcome, lies in the humbugs who trade upon the fears of the sick by selling them worthless ointments and other so-called cures. In spite of the law, persons of this kind, without actual knowledge or responsibility,

set themselves up as authorities on cancer and advertise to cure the disease by the application of compounds which, upon scientific examination, are found to have no merit whatever. The claims made by these humbugs appear authentic to the uninformed. And they are often convincing; for the humbug advertises in ways which are admirably calculated to disarm suspicion and create confidence.

The results are disastrous. For a time there may seem to be improvement; but the improvement is only seeming. The patient, by employing the useless product, loses valuable time. The cancer grows. It becomes distributed through various parts of the body. When it has passed the stage where it can be cured, the patient resorts to the competent physician to whom he should have gone in the first place. But there is nothing then to be done except to relieve the suffering until the end.

Radium and X-ray treatments are not humbugs, provided they are managed by reputable experts. They may be helpful in certain cases, as, for example, where the surgical removal of the cancer is not practicable. But beware of those who advertise to cure cancer, no matter how they propose to do it. If anyone has a genuine cure or a means of relieving the suffering which attends this disease, he will have no difficulty in gaining a large following and a substantial endorsement by putting his discovery forward in the regular ways always employed by reliable physicians and surgeons and scientists in this and every other country.

Although cancer may attack any part of the body there are some locations which are more subject to it than others and some in which cancer is more curable. In more than a quarter of all cases the principal attack is upon the stomach and liver. The sign which you should keep in mind in order to detect cancer in this region is: persistent indigestion which can not otherwise be satisfactorily accounted for. This statement, like all those relating to the recognition of the disease, applies chiefly to people over forty years of age. Cancer is relatively rare among young people. The disease makes its principal attack upon those who are in middle life or more advanced in years.

Cancer is of special interest to women, for it is more prevalent among them than among men. Statistics indicate that of the total deaths in the United States every year, one out of every eight

women dies of cancer and one out of every thirteen men dies of it.

About seventeen thousand women die each year from cancer of the breast and generative organs, a fact which is attributed to the part which women play in the perpetuation of the race. Any unusual or growing lump in the breast of a woman of forty years or more should arouse suspicion; any unnatural discharge is an indication that she should go to a capable physician for examination and advice.

And now, what I have said from the beginning constitutes the message which the American Society for the Control of Cancer wants to tell to you.

Think about cancer, but not too much about it.

If you suspect that you may have this disease, make certain.

Do it at once.

Go to a competent doctor and rely upon what he tells you. If he advises an operation, by all means have it performed.

You have a good chance of cure, if the matter is taken properly in hand and in time.

LANTERN SLIDES FOR MOVIES

Since the August bulletin was sent out it has been found impracticable to supply the two lantern slides for motion picture theatres as was hoped and as was announced in that number. These slides are the same as those used during the national cancer week last fall and may be secured by individual chairmen at ten cents each. They are on mica bound in cardboard and are entitled "A Message of Hope" and "Danger Signals."

RESIGNATION OF DR. RUSH AS FIELD DIRECTOR

Dr. J. E. Rush, who had been Field Director of the American Society for the Control of Cancer since August, 1922, resigned on July 10, as his health would not permit him to continue to travel. During his connection with the Society Dr. Rush visited most of the states of the Union, and made many addresses before medical societies and groups of social workers. He was much in demand, being a forceful and energetic speaker. While connected with the Society, Dr. Rush did much to help build up the field organization, which is an important factor in the Society's educational work.

THE CAMPAIGN SCHEDULE

Because of the number of inquiries now being received at headquarters, it seems advisable to reprint the schedule of the regional cancer campaigns carried in the July number of *Campaign Notes*. As has been stated before, the purpose of these campaigns is to afford the initial impetus for continued and sustained effort throughout the year. It is not expected that the same intensive work will be done that characterized the two national cancer weeks, but it is hoped that more extensive work will be accomplished and that the groups and individuals not formerly reached

will, during these longer campaigns, receive the message.

It is evident that many chairmen whose campaigns are not scheduled until after the first of the year are now laying plans and reviving their organizations. This is excellent and suggestive. It indicates a real desire on their part to be thoroughly prepared and while the office is not planning to send printed matter or publicity material until about six weeks prior to the opening of these various regional campaigns, it is glad to be of every possible assistance in suggesting how best to set up the organization machinery.

REGION	INCLUDES STATES AND PROVINCES OF	DATE OF CAMPAIGNS
Northwestern	Washington, Idaho, Oregon, Montana, Wyoming, North Dakota, South Dakota, Minnesota, Nebraska, Iowa, British Columbia, Alberta, Saskatchewan, Manitoba.	October 15-November 14
Southwestern	California, Nevada, Utah, Arizona, Colorado, New Mexico, Texas, Kansas, Missouri, Oklahoma, Arkansas.	November 15-December 15
Southeastern	Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, North Carolina, South Carolina, Virginia.	January 15-February 14
Lake	Wisconsin, Michigan, Illinois, Ohio, Indiana, West Virginia, Kentucky.	February 15-March 14
Eastern	Pennsylvania, Maryland, Delaware, District of Columbia, New Jersey, Connecticut, New York, Ontario.	March 15-April 14
New England	Rhode Island, Massachusetts, Vermont, Maine, New Hampshire, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, Quebec.	April 15-May 14

AS TO MEMBERSHIP

The American Society for the Control of Cancer was founded and is administered for the benefit of its members, subscribers and the medical profession and general public. Membership in the Society carries with it the expressed desire, on the part of those thus affiliated, to be helpful in the cause of cancer control, as well as the distinction of being numbered among those persons who are organized to advance the knowledge and the control of this disease.

All members of the Society enjoy the customary voting privileges of similar corporations; are invited to inquire of the Society with respect to any problem in the cancer field in which they

may be interested and are kept in constant touch with the scientific, clinical and educational advances made, by receiving all new publications and the regular monthly bulletin, *Campaign Notes*.

All readers of this bulletin are invited to take out a five dollar membership themselves and to place a like proposal before their friends. Every new member is an added focus for the spreading of information.

The following form may be used for either of these purposes. Similar blanks and information concerning other types of membership may be had on request from the main office.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER, INC. 370 Seventh Avenue, New York City.

.....192 .

I desire to become an annual member of the American Society for the Control of Cancer, Inc., and enclose herewith five dollars (\$5.00) in payment of dues for the year ending192 .

Checks should be drawn to the order of Calvert Brewer, Treas., and forwarded to the Society at the above address.

NOV 23 1923

CAMPAIGN NOTES

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American Society for the Control of Cancer

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VOL. V

OCTOBER, 1923

No. 10

THE CANCER SITUATION IN CHINA

Dr. Howard Canning Taylor, Professor of Clinical Gynecology at the College of Physicians and Surgeons, Columbia University, and Acting President of our Society, has returned from two months in China and the Orient where he had exceptional opportunities to observe what America is doing medically and surgically in the Far East. While Dr. Taylor's trip was primarily for recreation, he was naturally interested in the subjects which have largely claimed his attention at home.

Dr. Taylor found that the cancer situation in China is not unlike that in America and that the recent medical history of the Chinese Republic largely revolves about the Rockefeller Foundation. A deep impression was made by the admission of the medical profession that the country is far from ripe for preventive medicine—which has so great a place in American hygiene—and that it will be some years before this work can be successfully undertaken on a large scale.

"The Foundation," says Dr. Taylor in a brief report submitted to Dr. George A. Soper, Managing Director of the Society, "has deeply interested itself in the welfare of the Chinese. Through the China Medical Board it has wholly financed the Peking Union Medical College as a medium for promoting scientific medicine in the Republic and to this end offers were made last year to Nankai College at Tientsin, and to the Southeastern University at Nanking, as well as to the Missionary University at Peking, to grant scholarships for the further training of Chinese teachers. Moreover, it agreed to add to the scientific laboratories and equipment, to supply funds for advancing the work, and to lend visiting professors. I am informed that during the year 1922 over \$500,000 was expended.

"The Peking Medical College is wholly American in its interior arrangement, equipment and

conduct, but the Foundation has shown exceptionally good sense in fashioning the beautiful exterior along Chinese architectural lines. This was good psychology, as the building appears to the Chinese to be one of their own institutions. Had the structure been built upon the severer lines of American hospital architecture, the patients might have had some misgivings when taken there.

"The hospital has, besides all the modern equipment found in the best American institutions, an exceptionally efficient staff. The surgeons are for the most part, skillful young men from America; but some are Chinese who were taught in the hospital itself. In the treatment of cancer they are following accepted American methods, using surgery, the X-rays and radium with good effect. The hospital is furnished with modern and adequate X-ray facilities and has aided numerous other hospitals, either to make over old equipment for service in cancer and other diseases, or to install wholly new apparatus. The President of China recently visited the institution and was impressed by American medical and surgical methods and by the kitchen, where the preparation of Chinese food is accomplished by the hygienic means employed in this country. He had never seen machinery take the place of human hands in the preparation of food and he remarked upon the extreme cleanliness resulting therefrom.

"The hospital staff has done some excellent work in analyzing and classifying the native bark, roots and herbs which for years have been used by the 'medicine men' of China. In consequence, they have been forced to take some of this native pharmacology seriously. For instance, a snake bite was said to have been cured by the use of a bark or herb, which, upon analysis, was found to contain a powerful heart stimulant. Naturally, the effect was beneficial because in the case of this snake bite the heart is unduly depressed. The treatment given by the Chinese

practitioner may have been accompanied by incantations or the burning of incense before Chinese Gods, but the real curative agent was the stimulating drug.

"That China is not ready for preventive medicine is to be regretted, for this would prove as great an aid in that country in reducing the mortality from cancer as it has in this. The absence of stable and efficient central and provisional governments, together with such impediments as peculiar social and economic conditions plus ignorance of present-day medicine make the efforts futile at this time. However, some slight progress is reported. A member of the International Health Board, attached to the Peking College, is teaching undergraduates hygiene and public health and is also doing a little field work in this direction.

"I am glad to say that the American Society for the Control of Cancer has had some opportunity to be of service to China in so far as the control of cancer is concerned. Our members should know that since 1920 we have been in touch with Dr. W. W. Peters, Secretary of the Council on Health Education of the National Medical Association of China, and has supplied him with data, which he has found useful. Dr. Peters is regarded by many as the foremost figure in preventive medicine in China and is widely known for his research and endeavors in this field."

GIVE THE PUBLIC THE FACTS, SAYS DR. MAYO

That Dr. William J. Mayo of the Mayo Clinic, Rochester, Minn., believes the general public should be given cancer facts in order that those afflicted may recognize the symptoms of the disease early and seek immediate treatment, is proved by an authoritative dispatch sent out by the Associated Press. This is one of the most important elements of the doctrine of the American Society for the Control of Cancer, and it may interest many to observe that it has this outspoken endorsement of one of the world's greatest surgeons.

According to the dispatch published in the New York Herald and in many other newspapers, Dr. Mayo referred, during a meeting of the Clinic's general staff, to newspaper comment on his remarks made with regard to the present status of the cancer problem, quoting him as saying in substance that there was no cure for cancer. This erroneous impression was gained from a statement made by Dr. Mayo during a lecture delivered in London when he said:

"There is no medical cure for cancer." What he meant, of course, was that no medicine taken internally will cure the disease.

The dispatch, as it appeared in the Herald, follows:

"Dr. Mayo said that a great deal of experimental work was in progress in all parts of the world, all of which was gradually adding important knowledge concerning this serious disease, but, unfortunately, these investigations, which have been made on animals, had not as yet any direct application to human subjects.

"Dr. Mayo, in his talk to his staff, said that the cure of cancer depended on diagnosis and removal at the earliest possible time and that in some manner the laity must be taught to understand these truths. Experience in the Mayo clinic has been that 71.8 per cent. of patients operated on for cancer when the disease is still localized, that is, has not extended beyond the primary focus, are cured by operation, and the large majority of the remainder are greatly benefited, and many have been cured even when the disease had extended beyond the primary site.

"Surgical operation is the only method of removal to be seriously considered," Dr. Mayo continued, "because it permits removal, with the growth, of surrounding tissues and glands that might have become involved in the disease."

"The X-ray, radium and other agents have a field of usefulness in connection with surgery, but a patient should not be subjected to X-ray, radium or other similar treatment without careful surgical consultation since, if such agents are used while the disease is still local, and fail to cure, the resultant tissue changes delay dependable surgical operation and may perhaps prevent it.

"Radiotherapy and other treatment in the hands of untrained persons, or those whose knowledge is limited to one type of treatment, do an enormous amount of harm".

NEW PROJECTS

Following are four new lines of work which the Society has undertaken or is rapidly bringing to completion:

San Francisco Survey—The Cancer Society is taking the leadership, through its Statistical Committee of which Dr. Frederick L. Hoffman is Chairman, in planning a cancer survey of San Francisco. The crude cancer death rate in this city is the second highest in the country and in view of the well known healthfulness of our Pa-

cific coast cities, this fact is rather remarkable and an explanation is desirable. The City Department of Health and various insurance companies have contributed financial support.

Statistical Studies—Work has recently been started at headquarters in the direction of statistical studies of data already largely in the possession of the Society, but needing to be collated and interpreted. The first study undertaken and now rapidly nearing completion is the computation of census data which will show the percentage of the population in the registration states and cities of the country in the ages which are particularly susceptible to cancer.

Figures will be derived with respect to the number of deaths from cancer in these age groups for both sexes. These studies will be helpful in explaining why certain states and cities have higher death rates from cancer than others.

Health Department Co-operation—At the suggestion of Dr. Soper, Managing Director of the Society, who recently attended the Annual Meeting of the American Public Health Association in Boston, the Public Health Administration Section of the Association took action which may well have far reaching possibilities in the control of cancer. It followed the reading of the excellent paper by Health Commissioner Kelley of Massachusetts, entitled, "The Public Health Administrator's Relation to the Cancer Problem." Dr. Kelley presented a strong plea for more attention to this subject on the part of health officials and read his paper with the idea of arousing discussion as to the specific lines of activity which they might undertake in respect to this disease. The resolution which Dr. Soper proposed after reading this paper was as follows:

THE CHURCH LETTER

This is the general designation which has come to be applied to the special letter or message prepared each year by our Society for reading in churches, before lodges and other organized groups during the two national cancer weeks.

In the August number of *Campaign Notes*, it was stated that a new letter was being written for use throughout the country during the regional cancer campaigns. In order that all of the members of the Society, as well as its contributors and friends whose names are upon its mailing list, might have the privilege of reading this letter, it has been thought advisable to print it in full in this number of the bulletin. It appears on the back page.

The purpose of this letter is not to enumerate

RESOLVED, that a committee be formed to devise a plan for a nation-wide co-operative effort on the part of public health administrators to control cancer.

The committee appointed by the Section Chairman, Dr. Isaac D. Rawlings, Health Commissioner of Illinois, was—Eugene R. Kelley, M. D., Chairman, Louis I. Dublin, Ph.D., of the Metropolitan Life Insurance Company and M. P. Ravenel, M. D., past President of the American Public Health Association.

The Society will await with interest the results of the deliberations of this committee.

The Society's Publications—The two principal handbooks of the Society, the one for medical men entitled, *What We Know About Cancer* and the other for lay readers, *What Everyone Should Know About Cancer*, have reached the final stage in their revision. During the past few months both of these valuable publications have been taken in hand by the original committees which prepared them and have been brought thoroughly up to date and considerable new material has been added. It is expected that the medical handbook will be published in cloth covers and that these booklets will be ready for distribution before the first of the new year.

The little circular *Vital Facts About Cancer*, of which over five million copies have been distributed, has also been revised and two new popular circulars *Destroy the Weed* and *Fighting to Win* have just been printed to the number of 1,375,000 copies each. They are being sent to our state and county chairmen for distribution during the regional cancer campaigns. The special letter for reading in churches, which appears on the back page of this number, has been issued in an edition of 500,000.

the symptoms of cancer or to recite facts and figures dealing with the prevalence or mortality of this disease, but rather to bring the name of the Society and its purpose to the attention of church congregations and other intelligent audiences with the idea of increasing and extending the interest with which the Society's work is done. The knowledge of cancer as a disease is contained in the Society's other publications and these may be had for distribution among those before whom this letter is read, if this seems desirable. The clergymen of the country are co-operating nobly in the great humanitarian movement for the control of cancer which our Society is leading and may be counted upon to make full use of this new letter.

The CONTROL *of* CANCER

THE GROWTH OF AN IDEA

By

GEORGE A. SOPER, Ph. D.,

*Managing Director of the American Society for the
Control of Cancer*

ABOUT ten years ago a few men and women organized themselves into a Society in order to put an idea which they had into practical application. The idea was as simple as it was beneficent. It was to teach the plain facts about cancer; for it was clear that many cases of this disease could be cured, if the ignorance and indifference with which it was commonly regarded in its early stages, could be dispelled.

It was realized that cancer was the most menacing scourge which afflicted human life; it was recognized that it was increasing in prevalence and it was seen that unusual measures would have to be taken in order to master it. Cancer is not to be controlled by sanitary science as have so many other diseases in recent times; for it is not communicable, nor due to a microbe. The disease does not resemble any of the other forms of illness with which modern science has successfully dealt.

There are some helpful facts about cancer and these the Society undertook to make use of in order to prevent as much suffering and loss of life as possible. The plan was to carry on a campaign of education which would supply the public with all the useful facts which could be focused upon the disease.

The American Society for the Control of Cancer which began in a small way is now one of the largest and most influential public health agencies in the world. It has branches in nearly every state and province on the American continent north of Mexico. Its educational campaign has reached a large part of the population of the United States. The benevolent results have been far reaching and it is of the greatest importance that they should be extended. For the last two years churches and organizations for social and civic betterment have called attention to the need of cooperating in the Society's educational work and it is in harmony with this custom that the present communication is here made.

The Society urges that the warning signs of cancer be learned and heeded by everybody; that capable medical skill be employed to deal with this malady in its earliest recognizable stages, that the reluctance which sometimes prevents people from promptly seeking medical advice be overcome and that the false claims of quacks and charlatans, who advertise to cure this disease, be allowed to fall upon deaf ears.

It is needful and proper that cancer, which is the most insidious and fatal disease of human life, be fought with all the intelligence, faith and encouragement which can be brought against it. In this way, and in this way only, can its fearful ravages be overcome.

The American Society for the Control of Cancer takes pleasure in acknowledging the help which has been given it in the past by countless valiant men and women throughout the land in its campaign against cancer and asks for a continuance of the confidence and assistance which the large-hearted people of this country can give to this cause.

[Information concerning cancer and the work of the American Society for the Control of Cancer, a purely philanthropic educational association, can be obtained by addressing the office at 370 Seventh Avenue, New York City.]

The cost of printing and distributing this letter is borne by a special fund given in 1922 to the American Society for the Control of Cancer by the Lasker family in memory of Harry M. Lasker

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The society is not necessarily committed to views expressed by the authors of signed papers published herein.

PRICE \$1.00 PER YEAR

VOL. V

NOVEMBER, 1923

No. 11

THE IMPORTANCE OF ANSWERING LETTERS

During the Regional Cancer Campaigns—and doubtless following them—regional, state and county chairmen will unquestionably receive many letters of many sorts, asking for information and guidance. These will come from interested—and sometimes troubled—writers, else they would not be penned. An important task is answering each letter and supplying, as far as is possible, the information sought. This is an important service.

Our headquarters mail daily brings its grist of letters of this kind, none of which is considered too unimportant for prompt and careful attention. Some inquiries need but a brief reply; others require merely a note of acknowledgement, and the enclosure of literature. Occasionally a letter demanding thought, research, and a lengthy answer comes to us. It may be of interest to the members of our field organization and to others for us to describe some of this correspondence.

In the main, our letters may be grouped into seven classes. These are (1) requests for general information; (2) requests for literature; (3) requests for detailed information; (4) requests for information as to hospitals or institutions caring for incurable cancer cases; (5) requests from nurses for information; (6) offers from persons wishing to co-operate in our work, and (7) demands from cancer "cure" claimants who wish to have their "remedies" promoted by us.

LETTERS AND THEIR ANSWERS

A typical letter under the first group was received in October from a citizen of Minnesota, in which he said:

"I have a sister who was operated on for gall stones about the first of last June, when it was found she was also suffering from cancer of the liver in an advanced stage. While the doctor expressed little hope for her recovery, she is apparently getting along fairly well, but knowing that the business of your Society is to find ways and means to check cancer, I am addressing you in the hope that you will be able to give me information which may be of help to my sister, and which I would be willing to pay for."

The following personal reply, typical of those sent in such instances, was posted to the writer by Dr. George A. Soper, Managing Director of the Society:

"You are right in supposing that it is the business of our Society to find ways and means to check cancer and also to find ways of curing it, so far as this is possible; but human knowledge has not progressed far enough to enable us or anyone to stop cancer cases which have reached an advanced stage. The best hope of cure lies

in the discovery of the cancer while it is still very small, and in then, usually, removing it.

"We regret that there is little which we can say of hope or encouragement in your sister's case. We cannot, in fact, express any detailed opinion upon it at all. We never do that kind of thing. It is the business of the attending physician to say what should be done in any particular case; for he alone has all the information necessary in order to give a sound opinion with respect to the patient.

"The best we can do is to give you such general facts as I have mentioned already. Further information in regard to cancer is contained in various publications prepared and issued by this Society. I am sending some of these in the hope that they may be of interest.

"No charge is made for any service which this Society is able to perform. We regret exceedingly that we cannot do more for you and the unfortunate case which you have brought to our attention."

Of another nature, but in the same group, is a letter from a woman in Massachusetts, who recites that a relative died of cancer and she inherited her clothing. On being informed by a person whom she believed to be an authority,

that cancer was "possibly infectious" she boiled, cleaned and fumigated the clothing. Still not sure of safety, she asked the Society for information. The reply was:

"In the opinion of this Society cancer is not transmissible. Nevertheless, if you wished to take precautions against the possibility of its transmission through the clothes to which you refer, any one of the steps you mentioned would certainly have been sufficient.

"With respect to the transmission of the germs of disease, thorough cleaning, airing and sunning are sufficient to destroy practically every kind which is known. Boiling is sufficient to kill nearly all kinds. Fumigation would be all that was needed. Therefore, if you have done all of these things and done any of them *thoroughly*, you may be as sure as you can be of anything in this world that you are in no danger."

A New York correspondent who lost her mother by cancer wrote during the summer as to the cost of a physical examination, which information she said she would "like to pass on to some one else." In this instance the Society replied that it does not recommend particular hospitals or physicians, as its work is of a purely educational nature. It warned against the dangers of "quack treatment" and also against "all individuals or concerns who advertise cancer cures in the newspapers or through the mails." "There is no medicine which will cure cancer," said the reply, "and reliance on any such treatment may mean vital delay in seeking the services of a competent doctor."

Classed under common requests for information, is filed a letter from a woman missionary in a Southern state. She discussed the condition of her mother, a cancer sufferer who had been examined and pronounced incurable by three physicians. Apparently, doubting these diagnoses, she asked the Society's opinion. In its reply, accompanied by literature, the Society said:

"We must refer you to a competent physician, who will have an opportunity to see your mother. The Society does not give advice in specific cases. You can readily see that this would be unwise and impractical, in view of the great variety of forms which cancer takes and the effects which are consequently produced. Even skillful physicians who have an opportunity to see the patient and make the necessary examination with all care, are sometimes at a serious loss to give counsel and advice which will be of much help."

One example of letters received under class 2 will suffice. It came from the head of the

Social Service Department of a hospital connected with a university in the Middle West. Similar letters by the score are received from laymen, boards of health, clergymen and the like. Here is the letter:

"Will you please send me some of your literature dealing with the problem of the diagnosis and prevention of cancer?"

The Executive Secretary sent the following reply:

"In response to your recent request we take pleasure in sending you, under separate cover, some of the publications issued by this Society.

"The purpose of our Society is to teach the danger signals of cancer and to spread the message of hope that many persons afflicted with this disease may be saved by early diagnosis and prompt and proper treatment. In this effort we earnestly seek the co-operation of all agencies, groups or individuals interested in the betterment of public health.

"We shall be glad to supply you with additional copies of any of the publications, if you can distribute them effectively, and will let us know which ones you desire, and the quantity needed."

Requests for special information frequently require exhaustive replies and now and then a series of letters are exchanged. Last August an intelligent Vermont woman wrote the Society a letter in which she asked twelve questions, the last one being sub-divided into five parts. Dr. Soper's reply occupied three typewritten pages. From a digest of the reply can be obtained an excellent idea of the information sought. Dr. Soper informed the correspondent that the Society, although it had a large correspondence, was always ready to offer whatever help it could in the cause of cancer control. He then answered the inquiries substantially as follows:

"Enameled ware in kitchen utensils has not been proved to be dangerous as a cause of cancer, but it should be kept in good condition. There seems to be no danger of cancer in using raw vegetables. Suggestions to the contrary, however plausible they may seem, have no basis of scientifically established fact. Cancer appears to be increasing, but this has not been proved to the satisfaction of all of the careful thinkers in the field of cancer control. There is no doubt that some occupations and cancer are related, but few people ever think of entering them. Chimney sweeps and workers in dusty chemical processes are those chiefly affected. A sedentary life, meat eating, and wearing corsets are not especially dangerous, but should not be carried to excess for general health reasons. It is impossible to say with accuracy whether vegetarian nations have as much cancer as do others,

for the reason that the methods of diagnosis and reporting in vegetarian countries are not such as to make a fair comparison possible. The taking of medicine made from glandular matter has not been proved to be dangerous on the score of cancer and there is no shown connection between their inoculation and the disease. Statistics do not indicate what conditions are most favorable to freedom from cancer, but it attacks the young less than the old. Constant irritation in some parts of the body and of certain imperfections of the skin are known to be harmful. Jagged teeth and badly fitting dental plates are to be avoided and darkly colored moles and scars should not be continually irritated. Expert information of radium and x-ray treatments vary somewhat. It will take a long time before the precise merits of these treatments can be completely proved. By the term "cancer age" the period of life above 35 or 40 years is usually meant. The danger of death from cancer increases from about 35 continually to the limit of extreme old age. No figures are available to show the proportion of cases operated on in which the trouble never reappears."

This is but a skeleton of the reply. Each answer was given in detail and supported by fact.

Of a wholly different nature was a letter from a New York woman who inquired the cost of research work in cancer and the funds needed, and asked what per cent. of the tobacco users, whom she said annually spend \$1,200,000,000 have cancer as a result of smoking. The Society replied that it was impossible to say how much money is needed for cancer research, as much work is done in institutions not devoted exclusively to cancer, but said that if a small percentage of the huge sum spent each year for tobacco was used for the dissemination of existing knowledge on cancer a large saving of life and the prevention of suffering would result. "The American Society for the Control of Cancer," said the reply, "is engaged in disseminating cancer knowledge and if even one-tenth of one per cent. of the sum you mentioned were given to the Society as an endowment the education of the public with the latest and most useful facts could be put upon a permanent basis." The reply added that cancer is unquestionably induced in many cases by the irritation produced by holding cigars and pipes continually in one place in the mouth.

The secretary of a National medical society asked for a list of publications, charts, lantern slides and moving pictures produced by

the Society and was given a list in detail. A woman in Connecticut, who experienced a dull aching pain in her breast after the removal of a cancer, doubtless received mental relief when told that this was natural in view of the fact that when any part of the body is removed it takes a considerable time for the blood stream and nerve fibers to adjust themselves to the changed conditions. She was warned, however, to submit to an examination each six months that other lumps, should they appear, might be quickly treated.

It is a pleasure to give information which may aid those in distress or prevent a possible death from cancer; not so pleasant when the reply must be negative. The following received from a New York man was taken from the fourth class:

"Will you kindly inform me where a patient with an incurable cancer can be placed for at least some comfort and relief in this city, where he can be visited by his friends?"

Here is the reply that had to be given:

"We have your inquiry of April 6th and would advise you that, unfortunately, there are no homes in New York where one can place, for a small sum, a person with incurable cancer. That is one of the saddest features of the cancer problem. However, there are several charitable institutions in New York where such cases are taken. We would suggest that you write or phone to several of them, as you may not be able to place the person in immediately as they are usually pretty well filled up."

A list of seven such institutions in and about New York was appended.

Nurses continually write for literature, which they use among their friends and frequently among their patients. Scores of such requests are received monthly. The literature is promptly sent.

"We always welcome the interest of nurses," said the Society in a recent reply to one, "as we believe that they can give valuable aid in teaching the danger signals of cancer and in bringing patients into the hands of competent medical advisers while the growth is still in an early stage, thereby giving a favorable chance for cure."

Equally gratifying are letters from persons who wish to co-operate with the Society. These come from school teachers, physicians, ministers, and others. The following is a communication from a clergyman in Minnesota:

"Please send me some of your pamphlets containing information on the control of cancer. It

is my purpose to devote a public meeting in the interest of this cause and I shall be grateful to you for any pamphlets you may send, as they will be distributed in this connection."

The clergyman received the following reply:

"We were delighted to receive your letter and to learn of your interest in the cancer control movement. As soon as it was received, we forwarded about 300 copies of "Vital Facts About Cancer," and 200 copies of "Danger Signals." We assure you of our appreciation for this co-operation and wish you to know that we stand ready to be of further service."

Lengthy letters are received from persons who think they have discovered a cancer cure and wish to have it exploited by the Society. Some demand reward; others wish to give their discovery to humanity. Following is a letter from one of the latter classes:

"We would like to get in communication with you concerning a very valuable cancer remedy in the possession of my mother, my sister and myself. This remedy is a sure cure for external cancer and as there is no cutting it causes little pain. I have seen my father cure cases which physicians and surgeons considered hopeless. We feel it our duty to give others an opportunity to use this remedy and are, therefore, writing you."

Dr. Soper's reply follows:

"Many thanks for your offer with respect to the cancer remedy which is in the possession of your mother, your sister and yourself. Whereas this Society is always glad to know of anything which will prevent suffering from cancer, it is impossible for us to investigate the efficacy of cancer cures. This Society does not make experimental investigations and we, therefore, regret we cannot avail ourselves of your offer."

The Society is supported by those really in-

terested, as numberless letters from members show. In January, 1922, a Maine lawyer wrote that he wished to send "an annual stipend of \$5" but he had three boys in college and three more were "looking over the fence for the same chance." He enclosed \$1. July of the same year another letter came from him with another dollar, which, he thought might "help a wee bit." He chronicled the fact that two of his boys were then out of college, one was still in, another entering, and two yet in the high school. Last February another dollar was received and in September still one more with the information that three sons were out of college, one more was in, and two were still in the high school. "My spare dollars are scarce," said the accompanying note, "but just the same we'll do a bit."

In acknowledging the last missive Dr. Soper wrote:

"The dollar which you have just sent to the American Society for the Control of Cancer with your letter of explanation is the largest dollar we have seen for a long time.

"We do not know your resources in money, but the opinion gained from your letter is that you are a very rich man, at least in ways other than those of common currency.

"We thank you heartily for your gift. When men such as you contribute to the cause for which this Society exists, they give substantial encouragement to those of us who are working continuously to save lives and suffering from that disease, which, above all others, stands in need of conscientious and devoted effort."

These letters are samples chosen to show the scope of inquiries received. Our files are full of such human documents. They are received and answered by thousands each year—and they are always welcome.

SOCIETY MEMBERS

The membership blank carried at the bottom of the September number of this bulletin has resulted in bringing to the attention of its readers the fact that the Society was anxious to include them all as contributing members. Many have responded, several saying that they had not thought of it before. It is deemed well to carry this reminder again and to repeat it from time to time, in the hope that eventually the membership of the Society may correspond to the number on the bulletin mailing list which is now almost six thousand.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER, INC.

370 Seventh Avenue, New York City.

.....192 .

I desire to become an annual member of the American Society for the Control of Cancer, Inc., and enclose herewith five dollars (\$5.00) in payment of dues for the year ending192 .

Checks should be drawn to the order of Calvert Brewer, Treas., and forwarded to the Society at the above address.

FEB 27 1924

Medicine: Life

CAMPAIGN NOTES

OF THE

American Society for the Control of Cancer

NATIONAL HEADQUARTERS, 370 SEVENTH AVENUE, NEW YORK, N. Y.

A bulletin issued once a month by the American Society for the Control of Cancer for the information of members of the Society, state and local committees, cancer committees of medical societies, women's clubs, health officers, nurses, lecturers, editors and field workers generally. The Society is not necessarily committed to views expressed by the authors of signed papers, published herein.

PRICE \$1.00 PER YEAR

Vol. V

December, 1923

No. 12

Notice

ANNUAL MEETING MARCH 1, 1924.

When the Society was incorporated on May 15, 1922, the by-laws adopted at that time set forth the requirements of, and the procedure for, all subsequent meetings of the corporation and of its constituent parts.

The date for holding the annual meeting is fixed by law as the first Saturday in March. This falls on March 1. The meeting will be held in the offices of the Society, 370 Seventh Avenue, 16th floor, at 4 o'clock in the afternoon.

At this meeting the members of the Society must elect the Chairman, four Vice-Chairmen and other members of the Advisory Council to serve to April 1, 1925. They must also elect the five members of the Board of Directors. The members receive the formal report of the year's receipts and expenditures presented by the Board.

The Board of Directors will have a business meeting following the meeting of the Society. It will elect its officers for the coming year. The Board will elect an Executive Committee of twenty and the Chairman of that Committee. The Board of Directors will consider the budget for the fiscal year beginning April 1, 1924.

The Executive Committee will have a business meeting for the purpose of adopting the year's budget for presentation to the Board of Directors.

Evening Dinner Conference

Following the business meetings at the Office in the afternoon, a dinner conference of the Advisory Council including such Committee Chairmen as can attend will be held at one of the Hotels or Clubs. This will be a general "experience" meeting for the consideration and discussion of society activities. The place and hour with an agenda and formal announcement will be mailed before the meeting to the members of the Advisory Council, Regional Directors and State Chairmen. The State Chairmen may invite such active members of their Committees as may be desirous of attending this conference.

THE PRINCIPLES AND POLICIES OF THE SOCIETY

Action of fundamental and far-reaching importance has recently been taken by the Society as a preliminary to the further development of its work. A statement of principles and policies has been adopted which explains the attitude of the Society with respect to the need and character of its work, the relation between the Society and other public health agencies, and many other questions.

Time has proved that the theory upon which the Society was formed is correct. Practical knowledge gained in all parts of the United States and Canada shows that there is need of an effort to control cancer and that this need is very great. At the present time, official public health agencies are doing little in this field, and there is apparently little that they can do. Leadership in the cause of cancer control must be provided by a great organization, and the American Society for the Control of Cancer is prepared to accept the responsibility of that guidance. Since the formation of the Society, ten years ago, many associations like it have been formed in various parts of the world. Among these the American organization has been recognized as foremost. The reputation so earned must be maintained and increased through enterprising, helpful, and efficient service.

The end of the Society's work cannot be foreseen. It is probable that there will always be need of a society to collect information about cancer and give it out. Unlike many volunteer public health agencies which have been brought into existence during the last few years, and which hope soon to have their work taken over by public health departments, the American Society for the Control of Cancer must look forward to an indefinitely long career. Only a part of its work can be done by health departments. It is desirable that the Society be put upon a permanent basis, and to this end it should have

an endowment, the interest from which will be sufficient to meet the Society's minimum expenses.

The statement of principles and policies declares that the Society is to stand upon its own feet as a national organization. It will not ally itself with other societies in the formation of one great organization of which it will thereafter be a bureau or department, or other integral part. A cordial attitude will be held with regard to other health and philanthropic societies, and co-operation with volunteer welfare agencies will be offered. But the Society cannot carry co-operation to the point of sacrificing its freedom in the collection and expenditure of funds, the planning of work, and the administration of its affairs.

In order that there shall be no misunderstanding in any quarter, three definitions are given at the beginning of the statement. The word "cancer" as used by the Society in its publications and elsewhere means any and all of those forms of malignant growth of new tissue which usually take the form of a tumor, have a tendency to ulcerate, to extend by metastasis from one part of the body to another, and to recur after incomplete removal.

By "control" the Society means the prevention of the incidence of cancer and of suffering and death from that disease.

The term "American" in the title indicates the territory in which the Society does its work; that is, the United States and Canada.

As stated in the Society's charter, there are two objects to be accomplished. These are to gather information and to give it out. The gathering process is divisible into the investigation of conditions under which cancer is found and the compilation of statistics in regard thereto. From this it is apparent that the proper work of the Society is epidemiological and educational.

It is intended that both of the declared objects of the Society shall be pursued simultaneously and as fully as the resources permit.

The activities of the Society are to be broad. The Society is to promote the control of cancer by whatever means experience and investigation show to be useful. It is to study the entire field of effort, by whatever institution, organization, or individual useful work is being done. It will disseminate this information in the most thorough manner possible.

The Society's doctrine is that lives can be saved by teaching people in the early stages of cancer to suspect their condition and go promptly to competent physicians for diagnosis and treatment. The Society will continue its campaign of popular education along these lines.

It is desirable that the members of the medical profession to whom patients apply shall be helped to become as skilful as possible in their diagnoses and treatments. To this end efforts will be made to acquaint them with the latest procedures which they can reliably employ, and to warn them against practices which, however promising they may appear to be, generally lead in the end to disastrous consequences. It is hoped that the attitude toward cancer which is sometimes held by members of the medical profession who are inclined to follow a wrong course with cancer patients will be changed by pressure exerted through the medical profession itself. This applies particularly to physicians who, for one reason or another, keep cancer patients under their care when they should be referred to specialists.

The Society will endeavor to have the number of physicians who are capable of dealing skilfully with cancer increased.

The idea of establishing cancer clinics will be encouraged. It is not enough that the Society should advise people to go to competent physicians for treatment. People must be assisted to find the help which they need, and at a cost which is within their resources.

In a real sense the Society undertakes to deal with individuals. Letters are received every day from persons who have cancer, or suspect that they have it, asking for personal information and

advice. In its replies the Society confines itself to general instructions and advice. It cannot undertake to diagnose or cure specific cases of cancer. Patients who address inquiries to the central office concerning their condition and the proper treatment to seek are referred to clinics, to the Society's field officers, or to other local authorities for advice as to where competent medical attention can be obtained in their vicinity. The sources of personal help should be increased as far as practicable through the efforts of the Society.

There are so many quacks and charlatans who make a living by imposing upon cancer patients that it is necessary for the Society to be careful to whom it refers patients. At the same time the existence of so many unscrupulous persons in the cancer field makes it especially needful that reliable advice be given as to places where proper attention can be obtained.

It is intended that *Campaign Notes* shall be improved and enlarged and made more interesting and informing to its readers. It will contain news not only of the program of the Society's campaign, but of the broader field of cancer control and, to some extent, of research. The aim will be to survey the entire subject of cancer control so far as its practical aspects are concerned and within the limits which are possible to a periodical of this type. *Campaign Notes* is to be the voice of the Society commenting on events of interest and of practical importance.

Particular care is to be taken in editing the more formal publications of the Society, such as the medical handbook and "What Everyone Should Know About Cancer," so that their contents may be as positive and constructive as possible and at the same time conservative and authoritative. The formal publications are to be the foundation upon which all statements made in the name of the Society are to be based. It is intended that the publications shall be revised as frequently as new information and medical opinion warrant.

